

# ST MARGARETS

## 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 St Margarets, 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 St Margarets. These character areas have been identified through the similarity of key features that are deemed to define their individual local character. The assessments establish dominant features and materials as well as an overall description of the street pattern and housing types.

The London Borough of Richmond upon Thames has been divided into a series of smaller village areas. Each village is distinctive in terms of the community, facilities and local character – as are many sub areas within the villages.

The villages of the London Borough Richmond upon Thames are attractive with many listed buildings and Conservation Areas, the local character of each being unique, recognisable and important to the community and to the aesthetic of the borough as a whole.



St Margarets SPD Area Boundary

The boundary for the SPD is based on:

- a review of how each area's design characteristics can best be grouped;
- taking account of physical and administrative boundaries, including conservation area boundaries to avoid these being split between village areas; and
- how local communities viewed their local areas when asked through the Council's 2010 'All-In-One' survey and subsequent consultations.

This SPD has been produced by the Council working closely with the community. This has ensured that local residents, businesses and stakeholders have been genuinely involved in defining the important features – as well as the opportunities and threats – that define their local area.

The community has been involved through:

- 'Drop in sessions' held at Twickenham Studios on the 16th May 2015
- A resident walkabout held on the 17th May 2015
- Online questionnaire consultation (from 15th May and 29th June 2015)
- Stakeholder Workshop (20 July 2015, The Turks Head, St Margarets)
- Online consultation and questionnaire from 9 October – 20 November 2015 (statutory consultation)

- 'Drop-In' session at Twickenham Studios 11 October 2015

### Wider Context (Village Plans)

Village Plans have been developed for each of Richmond's 14 villages. Each Village Plan describes a vision for the village area and identifies what the Council will do and what local people can do to achieve the vision together. It sets out the key issues and priorities and provides background information on the village area. The Village Plans are maintained on the Council's website and are updated as works are progressed. They cover a wide range of topics, including matters not within the remit of the SPD.

This Village Planning Guidance SPD forms part of the Village Plan by providing a formal planning policy document which can be used to guide new development that has responded to residents' desire to have greater control and influence over planning and development decisions in their local area. The involvement of the local community in the production of the SPD has been essential in ensuring it is a genuine reflection of residents' priorities.



'Drop in' event



Resident walkabout

# 2. Planning Policy and Wider Context

## 2.1 Planning Policy Framework

### National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a key part of the Government's reforms to make the planning system less complex and more accessible. The NPPF provides the context for local planning authorities and decision takers, both when drawing up plans and making decisions about planning applications. It must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

### Regional Planning Policy

At a regional level, the London Plan FALP (adopted in 2015) is the overall strategic plan for London setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. This document has been adopted to ensure that a longer-term view of London's development is taken when producing local plans, making planning decisions and investing in infrastructure.

Policy 7.29 in the London Plan refers to the Thames Policy Area stating that relevant boroughs, including Richmond,

must designate a Thames Policy Area in their Development Plan Documents. The boroughs must define the boundaries by taking into account proximity to the Thames, contiguous areas with clear visual links between areas and buildings and the river and specific geographical features, areas and buildings which relate or link to the Thames. The River Thames section of St Margarets is designated in the Thames Policy Area in the London Plan.

### Local Planning Policy

The London Borough of Richmond upon Thames current statutory planning policy framework is set out in adopted Plans including the Core Strategy, adopted in April 2009, and the Development Management Plan, adopted in November 2011. There is an online proposals map and a range of guidance provided through Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPG) for the area. This SPD forms part of the planning policy framework and should be read in conjunction with the Council's suite of planning policy and guidance as applicable. There is also a range of evidence base studies that the Council has undertaken which help to guide policy making.

Up-to-date information on the Council's Local Plan can be viewed at [http://www.richmond.gov.uk/home/services/planning/planning\\_policy/local\\_plan.htm](http://www.richmond.gov.uk/home/services/planning/planning_policy/local_plan.htm).

## 2.2 Key Planning Policies

SPDs cannot create new policies but expand on policies set out in higher plans, notably the Core Strategy (CS) and the Development Management Plan (DMP). This SPD relates to a considerable number of higher policies, notably:

### DMP Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles. Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape
- frontages, scale, height, massing, proportions and form



- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
- space between buildings and relationship to the public realm
- detailing and materials

Whilst all adopted policies are applicable, those of particular relevance are:

#### CS Policy CP7: Maintaining and Improving the Local Environment

All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:

- are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
- connect positively with their surroundings to create safe and inclusive places through the use of good design principles including layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

#### CS Policy CP8: Town and Local Centres

Retail and town centre uses will be supported providing that it is appropriate

to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area.

#### CS Policy CPI I River Thames Corridor

The natural and built environment and the unique historic landscape of the River Thames corridor within the Borough will be protected and enhanced.

#### CS Policy CPI3 Opportunities for All

The Council will work with all relevant agencies to reduce disadvantage, particularly in the most deprived areas of the Borough and for disadvantaged individuals, and ensure that a range of opportunities are provided that can be accessed by all residents.

#### DMP Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes will be protected and enhanced.

#### DMP Policy DM HD I Conservation Areas – designation, protection and enhancement

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained.

#### DMP Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

Preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair.

#### DMP Policy DM HD 3 Buildings of Townscape Merit

Preservation and enhancement of Buildings of Townscape Merit. The Council will use its powers where possible to protect their significance, character and setting.

#### DMP Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where:

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation;
- where such parking would detract from the streetscape or setting of the property; or
- it has an impact on the surrounding environment both in terms of the loss of individual front gardens and in damaging the unity and character of groups of houses and the streetscape in general.

#### Policy DM OS I I Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals

Map, will be protected and enhanced by ensuring development establishes a relationship with the river and takes full advantage of its location.

#### Policy DM DC 7 Shop fronts and shop signs

The Council will resist the removal of shop fronts of architectural or historic interest. The Council will expect proposals for new shop fronts or alterations to existing shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

A wider list of relevant policies can be found in Appendix I. It should be noted that all adopted policies and guidance should be assessed for their relevance in respect of individual planning applications, not just those referred to above.

### 2.3 Planning Policy Aims

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

- Protect and enhance local shopping centres/parades at St Margarets in Crown Road and St Margarets Road.
- Ensure local character and historic buildings and features are retained and enhanced particularly in the conservation areas of St Margarets Estate and Crown Road.
- Preserve and enhance the towpath including the Riverside views and the related public open spaces including at Moormead Park.
- Secure additional tree planting in areas of deficiency to the east of St Margarets local shopping area.
- Prevent any increase in unsightly car parking in front gardens where possible through planning powers and through design guidance.
- Ensure that new development is appropriate in terms of scale and materials and includes sufficient car parking.
- Ensure that grass verges, street trees and other vegetation are retained.
- Protect and enhance sites of nature conservation importance including the River Crane.
- Reduce the impact of through traffic and congestion.

# 3. Spatial Context

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

## Facilities in St Margarets

- Retail and employment opportunities are focused around St Margarets Road, Crown Road and St Margarets Station.
- Twickenham Academy, St Stephens Junior School and Rambert School of Ballet and Dance.
- Local Churches include All Souls Church, St Margarets Catholic Church and Amyand Park Chapel.
- Two medical services (doctors, dentists) are located on St Margarets Road.

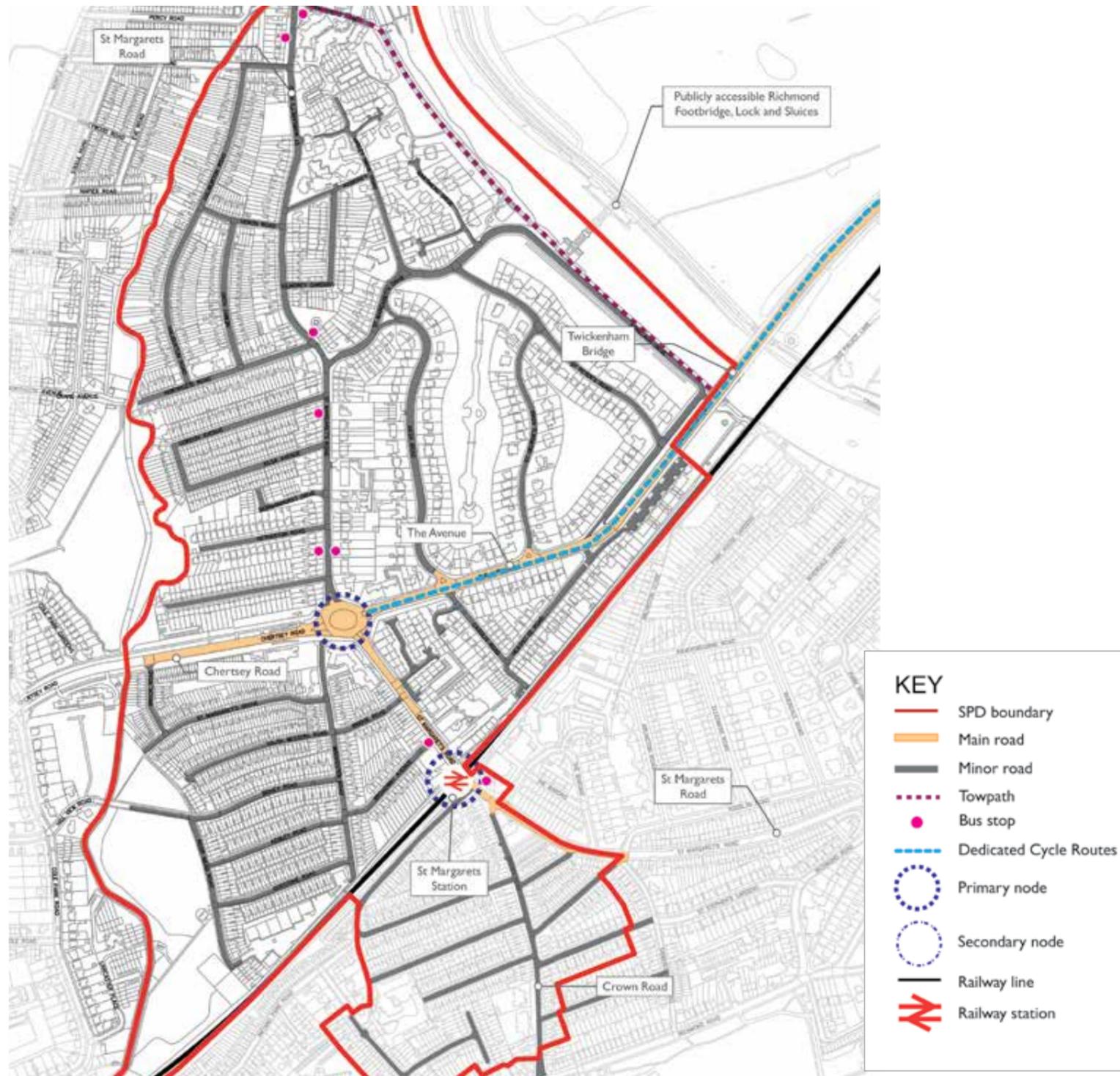
## Connectivity and accessibility

- Rail services at St Margarets Station.
- A good range of bus services run primarily along St Margarets Road.
- A dedicated cycle route runs along the A316 towards St Margarets Roundabout.

## Green Infrastructure

- The Pleasure Gardens (access for local residents only).
- Moormead and Bandy Recreation Ground is bordered by the River Crane and provides a large green space with opportunities for sports activities. It also hosts the annual St Margarets Fair.
- A number of green spaces along the river frontage have excellent views to Twickenham Bridge.
- Allotment gardens are located off Chertsey Road.

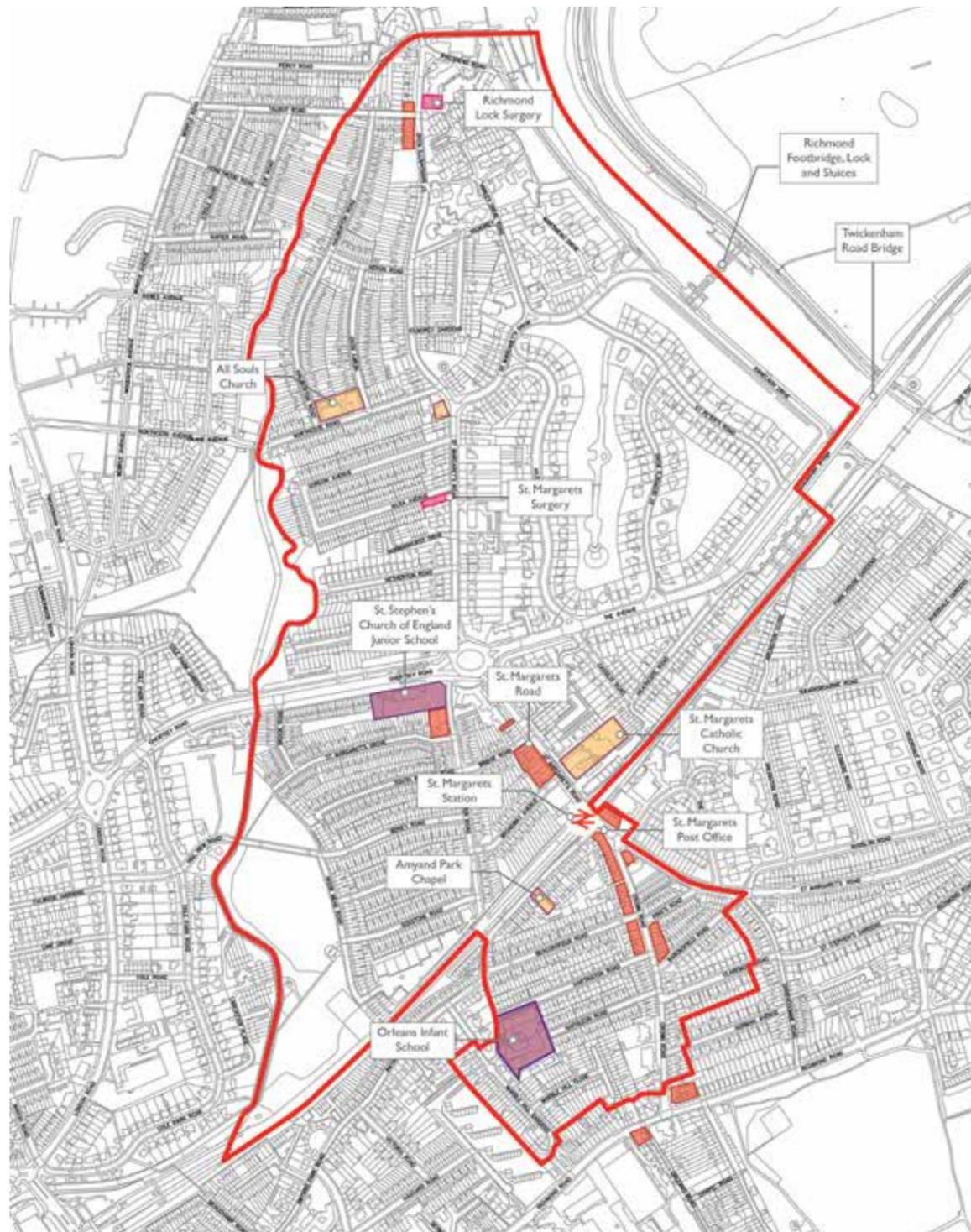
# Connectivity and Accessibility in St Margarets



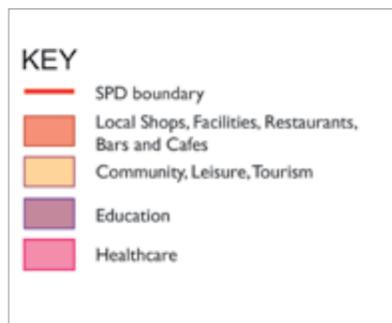
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# Facilities in St Margarets



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St Stephens Junior School



Richmond Lock Surgery

# Green Infrastructure in St Margarets



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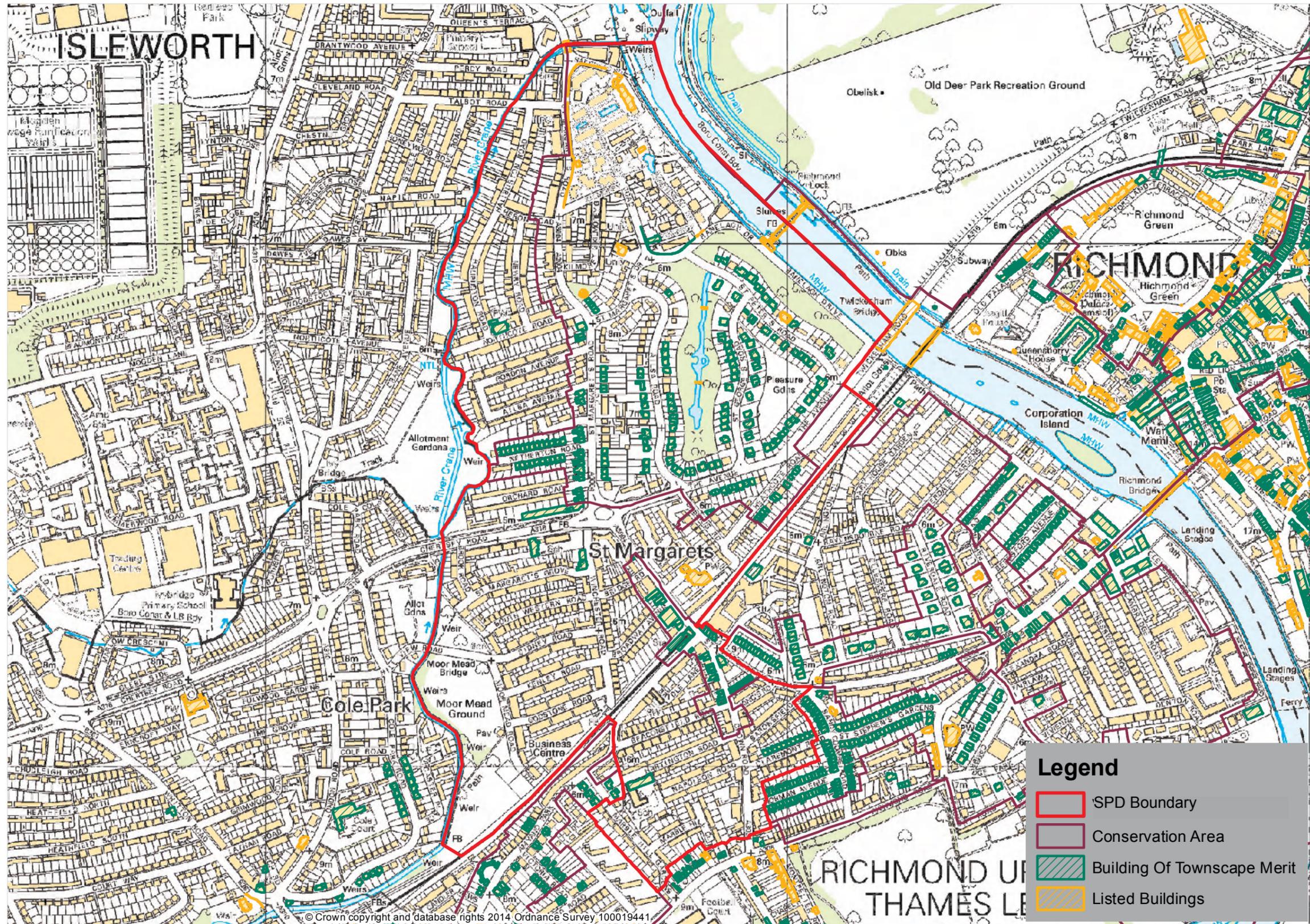


Richmond Footbridge, Lock and Sluices



Moorhead and Bandy Recreation Ground

# Historic Assets in St Margarets



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

Buildings Of Townscape Merit are not designated and are locally listed. Listed Buildings are designated and recognised nationally. Please note that these are correct at the time of adoption of the SPD. For the most up to date information please see the Council's website.

# 4. Vision for St Margarets

The vision for St Margarets is to maintain the attractive residential character and to ensure that the shopping centres continue to thrive.

St Margarets is located within a bend in the River Thames. The streets around the local shopping centre form a picturesque and leafy landscape containing many fine Victorian and Edwardian villas and interwar homes.

The vision is based on maintaining the character of the area as an attractive residential area; ensuring St Margarets centre continues to provide a range of shops and services for residents and visitors including the local parades on St Margarets Road and Crown Road.

The character of residential areas is also critical to the St Margarets vision; to protect the distinctive history that has helped form much of the St Margarets Estate, notably privatised pleasure gardens and expansive and grand housing along St Peters, St George and Ailsa Road; not forgetting the tighter Victorian terracing found along Haliburton Road which follows the curve of the River Crane.

Protecting key open spaces in the area, first and foremost Moormead and Bandy Recreation Ground and protect the River fronting towpath with its rural character and stunning views across the river, looking back toward Richmond.

# 5. Objectives

The St Margarets Village Planning Guidance SPD has been developed to meet the following objectives, which correspond to those in the Council's Design Quality SPD.

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

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

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

**Implementation of schemes** – to provide advice for householders and businesses that will help them achieve repairs and modernisation which respects local character and where possible restore original details which have been lost during earlier modifications.

**Design Review** – to provide a framework for the Council to use in reviewing the effectiveness of planning and public realm decisions.

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

# 6. Character Area Assessments

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

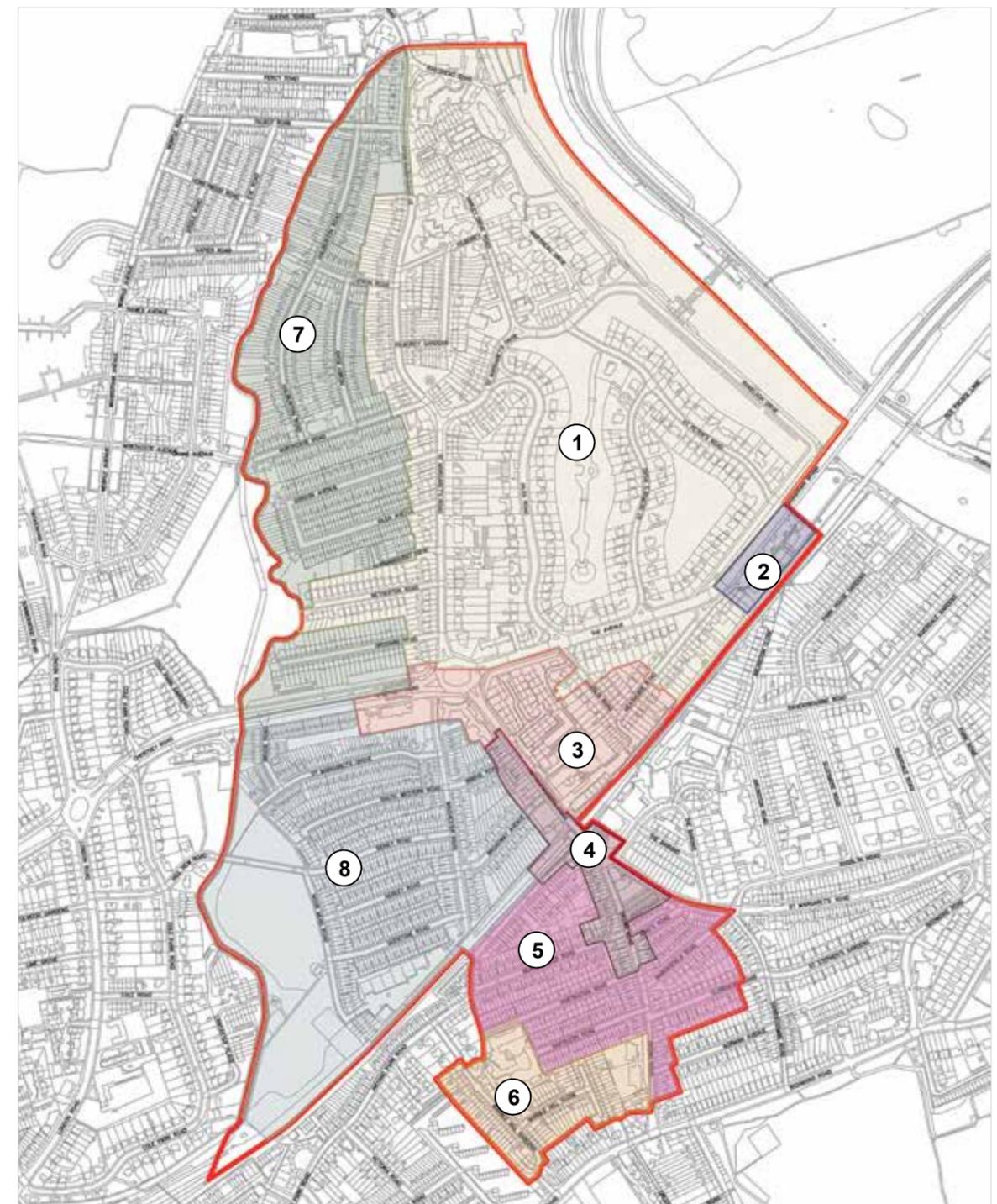
The character area assessments sub-divide the village into a smaller set of sub areas, some of which are further sub-divided.

Each area has been defined by grouping properties where a large proportion have similar characteristics, features and materials. These have been identified and recorded.

A number of the areas included within this Section are adopted Conservation Areas. More information regarding Conservation Areas can be viewed at [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas.htm)

Some areas are the subject of what is known as an Article 4 direction. These remove certain Permitted Development Rights from properties. This means that if you want to extend or alter your home in a way that would normally be allowed under permitted development you will need to apply for planning permission to do so. The fact that Permitted Development Rights have been removed does not automatically mean that planning permission will not be granted, but careful consideration will be given as to the effect that the proposal will have on the character and appearance of the local area. Information on Article 4 Directions can be viewed at [http://www.richmond.gov.uk/home/services/planning/conservation\\_areas/article\\_4\\_directions.htm](http://www.richmond.gov.uk/home/services/planning/conservation_areas/article_4_directions.htm)

- Conservation Area 1: St Margarets Estate
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- Character Area 7: East of the River Crane
- Character Area 8: South of Chertsey Road



Character Area Plan

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# Conservation Area I:

## St Margarets Estate

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

### Character Summary

The Conservation Area is situated to the west of Twickenham Bridge and abuts the River Thames to the north west. It adjoins the Conservation Areas of Richmond Riverside (4). Old Deer Park (57) lies across the river to the east. The area contains significant landmarks such as Richmond Footbridge, Lock and sluices (Grade II\*) and Twickenham Bridge (Grade II\*).

St Margarets Estate Conservation Area (19) was designated in 1971. It has been extended three times, in 1988 to include Netherton Road and a small section south of The Avenue, in 2005 to include the southern end and in 2011 saw the inclusion of the western areas.

### St Margarets Estate

The residential estate was developed from 1854 onwards following the arrival of the railways in the early 1850s. Its distinctive character derives from the way in which the area was developed as a single estate in the park of St Margarets House, which has since been demolished. The land was bought by the Conservative Land Society in 1854 and developed around three private 'pleasure gardens'. The plots were made large enough to allow the owners to vote. A historic boundary wall runs from Kilmorey Road to Railshead Road along the boundary with St Margarets Road. Railshead Road is distinct from the rest of the area as a modern infill development from the 21st Century with historic design features.

Kilmorey Mausoleum is an important historic feature of the area, it is grade II\* listed and built in the style of an ancient Egyptian monument built in pink and grey granite with a bronze door. It was commissioned in the 1850s by the second Earl of Kilmorey.

The dominant building form at the southern end of the area (comprising The Avenue, Ailsa, St Georges and St Peters Roads) is predominantly that of detached villas in a deliberate mixture of Gothic and Italianate styles. St Margarets Road, Netherton Road and the roads north of St Margarets Drive comprise smaller detached dwellings (such as along Kilmorey Road), semi-detached and terraced houses. The western end of St Margarets Drive, for example, contains early 20th century semi-detached houses which have a uniformed design and are in a largely unaltered state. Netherton Road is a cul-de-sac of two-storey yellow brick houses with shallow slate roofs and Kilmorey Gardens is formed predominantly by terraced housing. There are a number of buildings of note including nos. 28-30 Heathcote Road which is an Arts and Crafts building, no. 16 St. Peters Road is an unusual listed concrete building and The White House, no 46 Ailsa Road, is of a distinctive Bauhaus design.

### Dominant Materials and Features

Characteristic materials and features include: Grandiose detached villas - in a mixture of styles including Gothic and Italianate, varying brick type including London Stock, gault, yellow or red, slate, pantiles, render, spacious character, mature gardens, green space, strong boundary definition, third floors uncommon; accommodation is contained within gabled roof spaces.

### Varley Drive

Located to the north of the Conservation Area lies a riverside development of over 100 homes comprising a range of detached houses, town houses, luxury villas and apartments. Built in the 2000s the buildings are a mixture of traditional styles. Central to the development is the Grade II\* listed Gordon House.

### Dominant Materials and Features

Characteristic materials and features include: Mixture of detached houses, town houses, villas and apartments, many three storey buildings, mix of architectural styles, stock brick (varying colours), gated developments.

### Threats from development

- Development pressure which may harm the balance of the River and landscape setting and the potential obstruction and spoiling of views to key landmarks.
- Highway pressures from increased car usage.
- Cluttering of the streetscape, including from signage.
- Inappropriate use of materials and overpainting of brickwork.
- Blocking up views to properties through use of solid gates and reducing gaps between properties, which impacts on the character and appearance of the area.
- Cluttering of front roofscapes.

### Opportunities

- Preserve the river setting.
- Protect and reinstate front garden boundaries.
- Improve the overall streetscape of the area including paving and signage (including retaining / reintroducing heritage street signage).
- Improvements to the junction of St Margarets Road / Railshead Road.

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



Ailsa Road



St Peters Road



St George's Road



# Character Area 2:

## The Avenue

### Character Summary

This is a small character area that takes in a group of recently built apartments and a semi-detached pair of interwar houses between the railway line and the A316 (at this point part of Twickenham Bridge) on Heathcote Road. This area adjoins the St Margarets Conservation Area to the west (19) and to the east it is bounded by the railway.

This is an unusual site, located between two major pieces of infrastructure with the River Thames to the north east. The road and railway are raised above ground level, so Heathcote Road appears sunken in between the two. The buildings run along the south east side of Heathcote Road, parallel with the road and railway line on either side. The OS map from the 1960s shows that most of the area was occupied by allotments. There are four blocks of flats on the site each of two and three-storeys. They form a gated enclosure, accessed from the south western end. Each block is faced in a range of materials, including stock and red brick, render and weatherboarding. In front of the flats are parking areas and planting to screen the buildings from the road.

To the south west is a semi-detached pair of two-storey interwar houses. These are both red brick (though one has been overpainted) with projecting bays clad in hung tiles. It appears both have been extended to the side. They are set behind front gardens with low red brick walls.

### Dominant Materials and Features

Characteristic materials and features include: Red and stock brick, render, weather boarding, uPVC windows, clay roof tiles, hung clay tiles.

### Opportunities

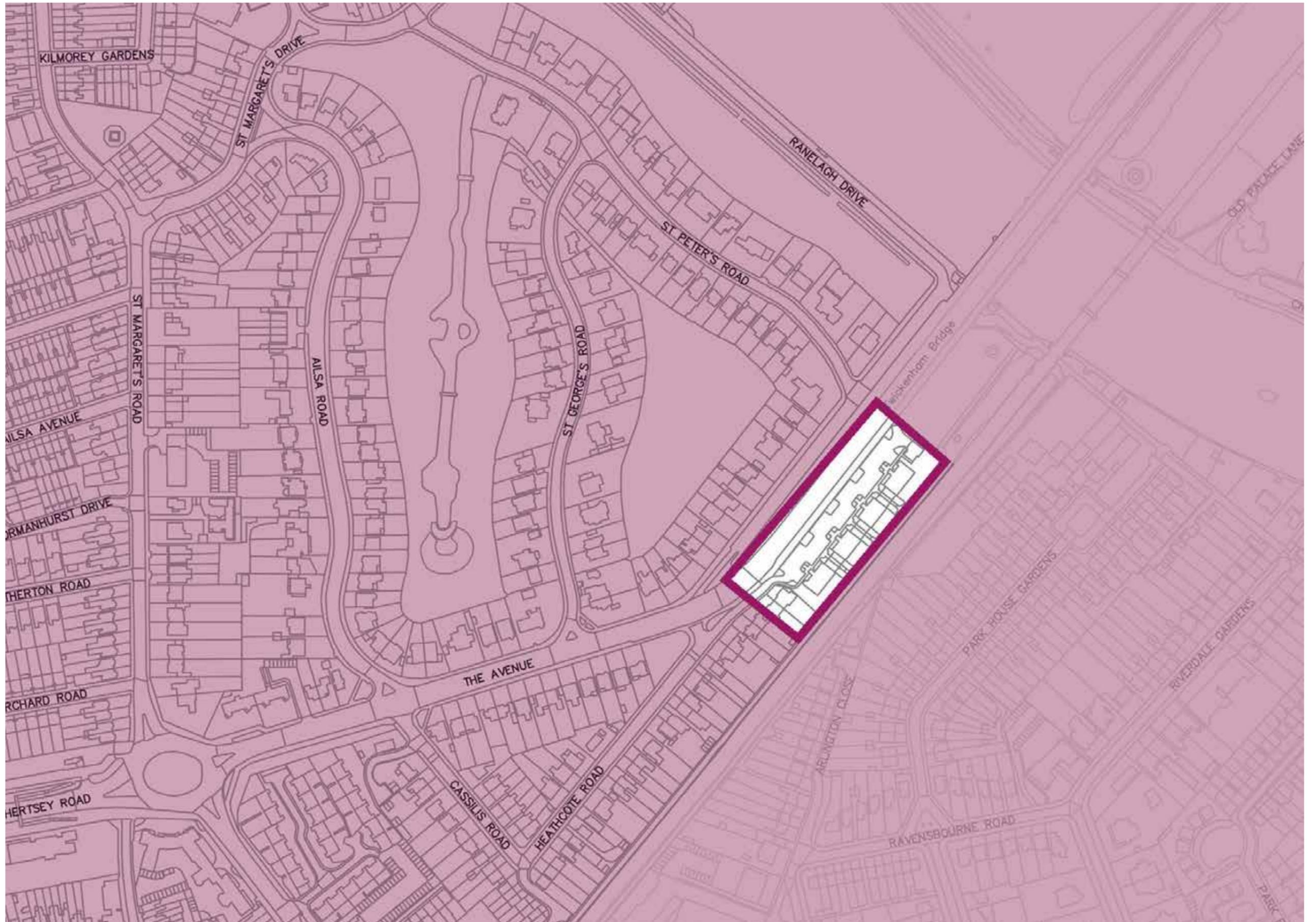
- Improve crossing points and wayfinding along the The Avenue and Twickenham Road.



Heathcote Road



Heathcote Road



Character Area 2: The Avenue

# Character Area 3:

## The junction of the A316 and St Margarets Road

### Character Summary

This character area takes in the area between St Margarets Conservation Area (19) and Crown Road Conservation Area (49) to the north east and south west respectively. It then stretches west along the Chertsey Road (A316) including the areas on either side where the original terraces of houses were cleared in the mid-twentieth century to widen the road.

The east side of this character area is formed by what has been excluded from the St Margarets and Crown Road Conservation Areas as it includes largely twentieth century housing.

The area to the south east of the junction (of the A316 and St Margarets Road) includes the west side of Cassilis Road and both sides of Nicol Close to the south. Nicol Close is a c. 1980s development of three-storey houses with elevations of a mixed palette - brick on the ground floors and render and slates on the upper floors. Some have integral garages; in front of them is a mixture of planting and parking spaces though no boundary treatment. Their windows and doors are mainly uPVC, which may have been the original material used. The rest of Cassilis Road included within this character area is formed of interwar houses; the southern three are pebbledash (one has been overpainted), one of which retains its original timber windows (with top-hung casements over fixed single panes), and another retains an original timber door with its oval light. The three to the north have applied half-timbering over brick ground floors. They would probably all have had leaded timber casements originally. All six have generous front gardens with space for parking behind dwarf brick walls.

The road is leafy and secluded with mature street trees. The cross-overs into the drives have made

a unsympathetic patchwork of materials on the pavements.

To the south east of Cassilis Road and Nicol Close and between St Margarets Road is the area that was once Ailsa Park Villas. One of the villas survives but now has a block of flats in front of it on St Margarets Road. Stylistically the villa appears to date from the early nineteenth century and is an elegant white stuccoed house. To the north are three culs-de-sac (Sussex, Westmorland and Cumberland Closes) of three-storey c. 1970s maisonettes of red brick and tile hung houses with flat roofs and flat-roofed porches. These originally had trellises, some of which survive. A few still have their steel windows and many their timber doors with three-paned lights. The houses have shared lawns in front with no boundaries and some street trees. There are paths connecting the houses with the pavement of concrete pavours.

South of the surviving Ailsa Villa on St Margarets Road is a large, flat-roofed c. 1970s church and a c. 1930s office block.

Returning to the main junction and the west side of the area, on the south side of the roundabout that makes up the junction of the A306 and St Margarets Road is a large block of flats constructed in the 1950s. It follows the curve of the roundabout and has two arms that continue along St Margarets Road and Winchester Road respectively. It is four-storeys, which is tall for the area, and has alternating bays of red brick and render. The brick bays project. The windows have all been replaced with uPVC but the doors and their porches give the building some style.

To the west the character area continues along the Chertsey Road, taking in St Stephen's School on the south side, a Victorian building that has been much extended, and its attractive school hall further

west. On the north side is a very stylish Art Deco building, the Globe, which appears to retain its original glazing and characterful pediment. Linking the two, is a surviving 'Bailey' Bridge, a World War II military structure. Despite some excellent buildings, this stretch of road is dominated by traffic, and where, further west on the north side the historic terraces have been cleared, the new building line is set back behind high timber fences.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, stock brick, render, pebbledash, clay tiles, applied half-timbering, slates, chimneys, timber doors and timber casements with leaded lights, projecting bays, chimneys, dwarf red brick front gardens walls, flat roofs, street trees

### Threats from development

- Overpainting of brick and pebbledash facades. This detracts from the visual character of the area.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.
- Traffic congestion impacting the environmental conditions and setting of the area.

### Opportunities

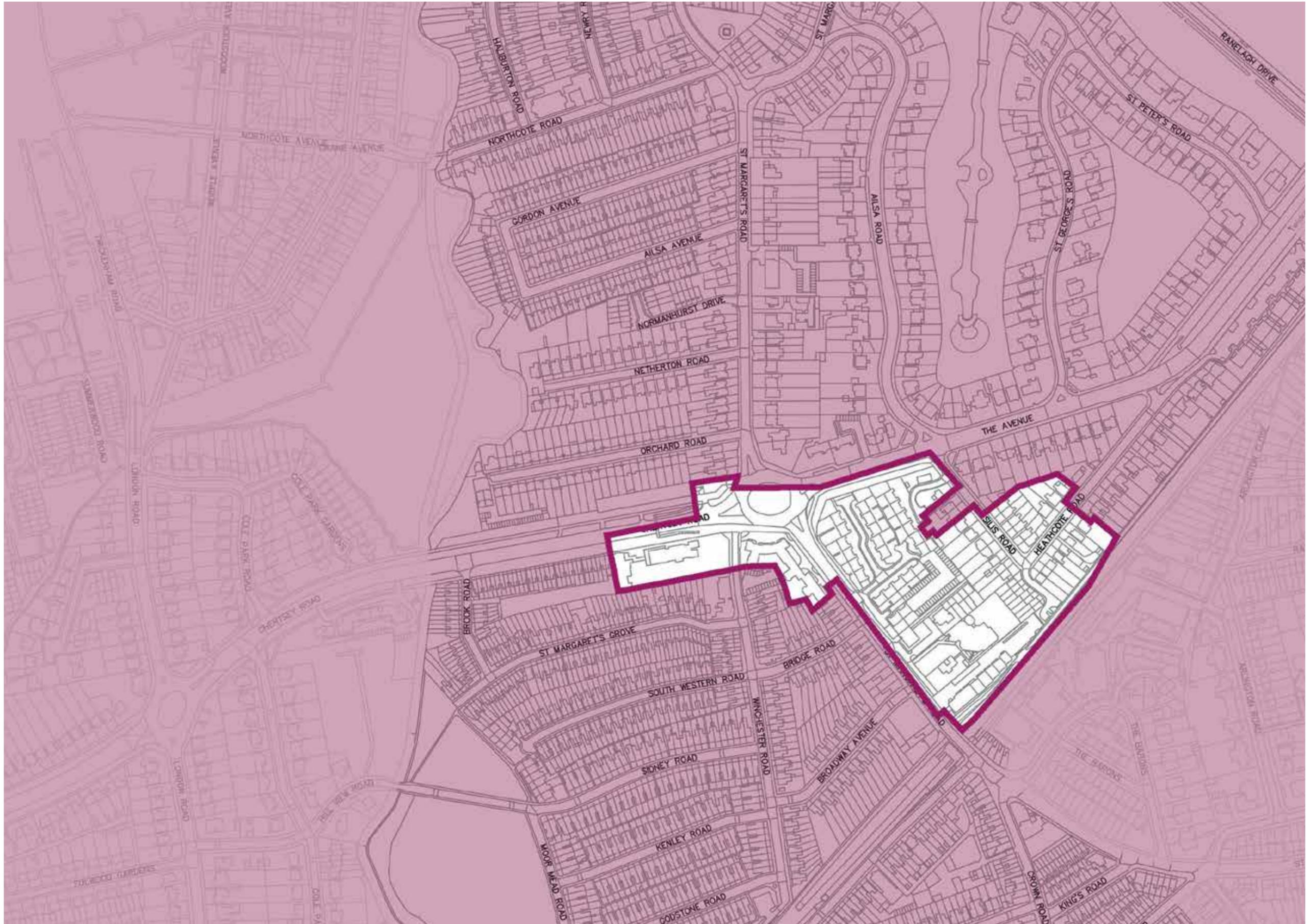
- Improving the public realm – particularly the street furniture and paving.
- Enhancements to St Margarets Station will improve the attraction and accessibility of the area.



Cassilis Road



Cumberland Close



Character Area 3: The junction of the A316 and St Margarets Road

# Conservation Area 4:

## Crown Road

### Character Summary

The Conservation Area is situated around St Margarets railway station and the area south to Crown Road. It adjoins Twickenham Park Conservation Area (14) to the east. It gained Conservation Area status in 1988 and was extended to include nos 34-48 and 35-43 of Crown Road in 1996 which form the last group of shop frontages before the road becomes residential.

The railway station is a prominent feature and provides the focal point for the surrounding areas. St Margarets train station is adjoined primarily by shopping and commercial facilities. This area provides unified and active frontages including shops, restaurants and cafes many of which include canopies. These buildings date back to the late 1880s and include a number of original shopfronts, terracotta panels and swags.

Buildings in St Margarets Road and Crown Road host Dutch gables which add to the profile of the properties. With the exception of St Margarets public house, the buildings are red brick with slate roofs and stucco Italianate style.

Crown Road is narrower than St Margarets Road and while the properties are similar it does not provide the grand scale seen in St Margarets Road.

### Dominant Materials and Features

Characteristic materials and features include: Densely developed commercial, active frontages including shops, restaurants and cafes, red brick and slate, stucco Italianate style.

### Threats from development

- Cluttering of the streetscape.
- Over dominance of signage and satellite dishes.
- Pressures from increased car usage.
- Loss of traditional architecture through building upgrades.
- Traffic congestion impacting the environmental conditions and setting of the area.

### Opportunities

- Enhance the architectural quality of the area through the sympathetic use of materials for roofs, doors, windows and walls.
- Improve the overall streetscape of the area including the area outside Twickenham Studios (the Studios themselves lie within the East Twickenham SPD) and to street paving.
- To limit the use of signage and when it is provided, ensure that it is sympathetic in terms of design, size and materials.

### St Margarets Station

St Margarets station forms a focal point, gateway and centre of activity for the area. Consideration should be given too:

- The opportunity to create an attractive station entrance and wider public realm to form a gateway to St Margarets Road.
- Improvements to the station appearance whilst retaining important historical features
- Potential enhancements to accessibility by bus/ rail/ pedestrian improvements including for step free access.
- The policy and historic context for the site which includes Crown Road Conservation Area.



Crown Road



St Margarets Road



St Margarets Station



Character Area 4: Crown Road

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# Character Area 5:

## South of Amyand Park Road

### Character Summary

Predominantly made up of short runs of terraced and semi-detached housing, the area is bound to the north by the railway line and Crown Road Conservation Area (49) to the east.

The character area takes in a group of residential streets that were primarily developed between the end of the nineteenth century and prior to the First World War. These include Amyand Park Road which runs parallel to the railway line, Beaconsfield Road, Hartington Road, Baronsfield Road, Napoleon Road and part of King's and Claremont Roads.

The largely terraced area has relatively generous scaled plots compared with the smaller, simpler terraces to the north of the railway line. There are many variations in the details of the houses on these streets but they are largely two-storeys with a pitched roof which has often been converted into accommodation. On Claremont Road the houses have gables with windows at roof level and so appear more as three-storey buildings with other isolated examples on Beaconsfield Road.

Many of the houses have bays, either of one or two-storeys; they all have pitched roofs often with turrets over the two-storey bays. The front doors tend to be recessed, often with decorated doorcases. Some have timber porches, supporting balconies above. Windows are always timber sashes, often with decorative glazing bars. On Hartington Road a number of terraces have white painted balustrades above ground floor projecting bays.

The houses all have front gardens, usually with low or dwarf brick boundary walls, many also still have their original decorative tiled paths.

The streets have pavements and street trees and are generally used for parking on both sides.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, roof slate, ridge tiles, timber sashes (sometimes Queen Anne-style) and doors, chimneys, porches, balconies, bay windows, stucco decoration, decorative brickwork, gables, applied half-timbered decoration, dwarf/low front garden walls, planted front gardens, tiled paths and street trees.

### Threats from development

- Some of the traditional boundaries, in brick, have been replaced; this threatens the orderly character of the streets.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.
- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.
- Infill development breaking the rhythm of the street, for example along Hartington Road where later terracing has been built.

### Opportunities

- Upgrading the public realm - more appropriate paving and street furniture (including the replacement / reintroduction of heritage street signage) would enhance the character of the historic streets.
- Identifying and reviewing street trees that are compromising the condition of pavements and pedestrian movement.



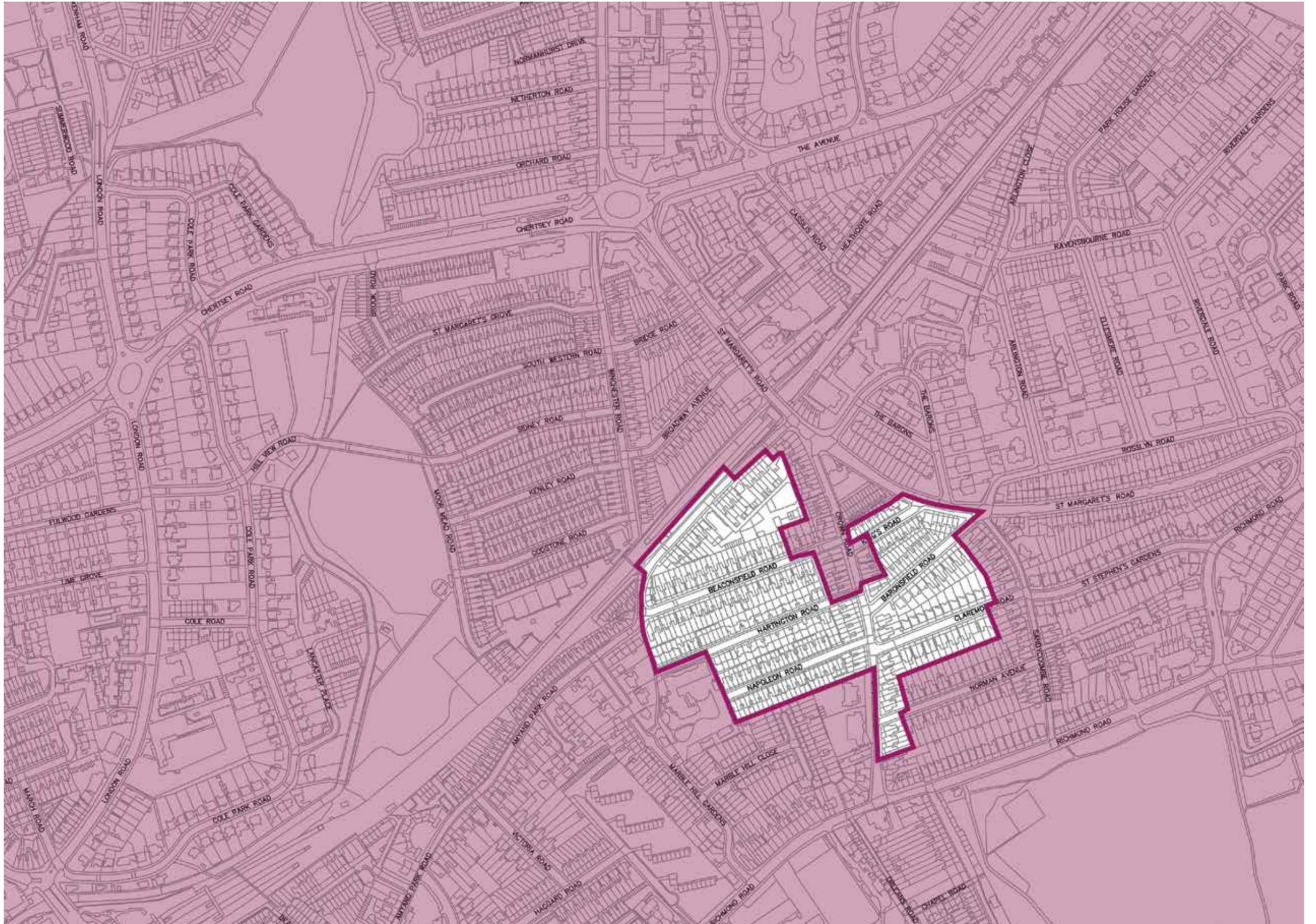
Baronsfield Road



Claremont Road



Amyand Park Road



Character Area 5: South of Amyand Park Road

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# Character Area 6:

## South end of Crown Road

### Character Summary

This character area covers a small part of St Margarets at its south west corner, north of Marble Hill Park. It takes in most of Marble Hill Gardens and all of Marble Hill Close, Orleans Primary School to the north and a small section of Crown Road (A8004) at its south end.

### Marble Hill Gardens and Close

This sub-area consists of Marble Hill Gardens and Marble Hill Close which were developed c.1930 with terraces of two-storey houses. These are of a familiar style with vernacular-inspired materials and details. They have hipped roofs covered with clay tiles, projecting two-storey bays hung with clay tiles between first and second floor and brick on their ground floor elevations. Their original windows were timber casements with leaded lights, many of which survive. They have front gardens, which are generally planted, bounded by dwarf brick walls with timber front gates; a few of these survive. The street trees contribute to the attractiveness of this area. Prior to its use for housing the land was used as a market garden, the boundary wall of which is still in existence.

At the north end of Marble Hill Gardens on the east side are a couple of more recently-built bungalows.

There is limited traffic since both roads are cul-de-sac. Parking is permitted on the pavements, indicated by markings.

This sub-area also takes in Orleans School to the north, on Hartington Road. The building fronting the road is Edwardian and very characterful with its original front doors and sash windows. It has been extended to the rear.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, render, clay tiles, chimneys, timber doors and timber casements with leaded lights, chimneys, porches, dwarf red brick front gardens walls with timber gates, street trees.

### Southern end of Crown Road

This sub-area takes in the southern end of Crown Road but does not include the blocks on the corners of the A305 to the south or Hartington and Baronsfield Roads to the north. The buildings are very mixed in character and age along this section of the road. The east side is an Edwardian terrace; at the south end on the west side are several detached c.1930s houses, then a Victorian shop and attached house; to the north of that is a large, recently built block of flats in a neo-Georgian style set slightly back from the main building line.

The street is busy and wider than those in the Marble Hill Gardens and Close sub-area and is defined by street trees.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, timber sash windows (6 over 6 and 1 over 1), gables, chimneys, red brick dwarf boundary walls, projecting bays.

### Threats from development

- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.

- Roof dormers and rooflights on front roof slopes create a cluttered appearance which interrupts the visual regularity of the properties within the streetscene.
- The removal of clay tiles from the front elevations which affects the regular uniformity of the terraces and undermines their design.
- The replacement of dwarf front garden boundary walls with other designs or materials reduces the ordered uniformity of the streets.
- Unsympathetic maintenance of the Marble Hill Gardens historic brick wall.

### Opportunities

- Upgrading the public realm, particularly the pavements.



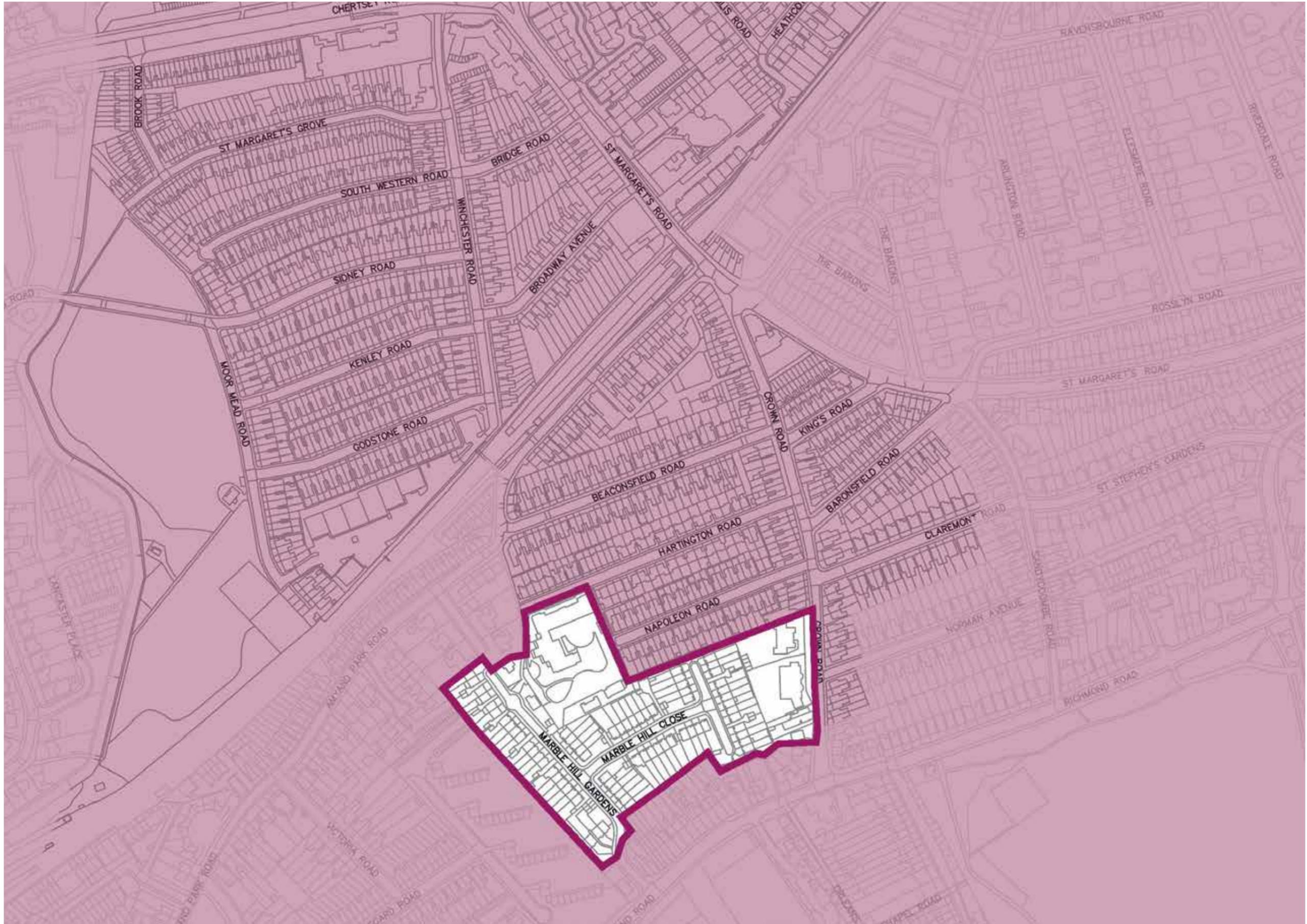
Marble Hill Gardens



Marble Hill Close



Marble Hill Gardens



Character Area 6: South end of Crown Road

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# Character Area 7:

## East of the River Crane

### Character Summary

This character area covers the area east of the River Crane and north of the Chertsey Road. To the east it is bounded by the St Margarets Estate Conservation Area (19). It is formed of a series of residential streets that are connected to St Margarets Road (the A3004) to the west.

### Newry Road, Haliburton Road and surrounds

This is the northern section of the character area. It is made up of a few streets of charming Victorian and Edwardian terraces. They are intimate in their scale – predominantly two-storeys with small front gardens. The roads are relatively narrow and unmarked though lined with cars on either side. Both sides of the streets have pavements but there are few street trees; the greenery of these streets comes from the front gardens.

The houses are largely terraces of different speculative builds with attractive variations in their details, though there are a few semi-detached pairs on Newry Road and Haliburton Road. All are built from stock and/or red brick and they often have ground floor bay windows. Many still have their original timber sash windows. Many of the front boundaries in Newry Road are formed by London brick - with the most attractive being those with railings in front of, and between, properties as was originally designed.

At the east end of Northcote Road there is a terrace of houses that are slightly larger, with raised basements. There are a few modern houses, such as on Haliburton Road, but they essentially follow the surrounding pattern.

All Saints Church on the corner of Haliburton Road and Northcote Road is a local landmark that relates well to its surroundings, being of a similar

date; although its church hall is less sympathetic to the surrounding character. Where Talbot Road joins St Margarets Road, there is a short parade of local convenience shops set in a Victoria terrace block with flats above.

### Dominant Materials and Features

Characteristic materials and features include: Stock and red brick, dwarf front garden walls, timber sashes and doors, clay tiles, slates, chimneys, bay windows, tiled front paths, planted front gardens and stucco decoration.

### Gordon and Ailsa Avenue

This is a small sub-area made up of two streets, Gordon Avenue and Ailsa Avenue, directly south of the Haliburton / Newry Road sub-area. The streets form a loop, connected to St Margarets Road at their east end. This street was a cricket ground at the end of the nineteenth century but by 1915 had been developed with the existing housing.

Like Haliburton and Newry Road these streets are terraces of two-storey houses but have a very cohesive character, partly a result of a self-contained plan form but also because they were clearly all built at the same time and to a similar design. There are slight variations between the design of the houses on the two streets but they are all red brick, designed in pairs with adjoining front doors, with each house having a projecting two-storey bay and gable above.

The streets are wider than in the Haliburton and Newry Road sub-area with mature street trees and the houses have slightly larger front gardens.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, gables, dwarf front garden walls, timber sashes and doors, slates, chimneys, bay windows, tiled front paths stucco decoration and street trees.



Haliburton Road



Newry Road



Gordon Avenue



Character Area 7: East of the River Crane

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# Character Area 7:

## East of the River Crane

### Normanhurst Drive

Until the middle of the twentieth century Normanhurst Drive was the site of a single house which was redeveloped between the mid 1960s and 1979 into a small close of three-storey houses with integral garages. The three terraces do not resemble the earlier streets to the north. They are flat-roofed with large windows and are tile-hung with machine-made tiles on their upper floors. The porches have one return with open fretwork.

The close has a very secluded character, the road is narrow and surrounded by dense tree-cover. The end of the drive bends northwards.

### Dominant Materials and Features

Characteristic materials and features include: uPVC windows, clay hung tiles and concrete.

### Orchard Road

Orchard Road was developed by 1915 and again, is made up of two-storey terraces of subtly varied design. All are predominantly red brick, giving the street a unified character. Many have Queen Anne-style sashes (with multiple upper panes) and open fretwork porches. There is a slightly incongruous terrace of houses at the west end of the road on the north side which have applied half-timber gables.

The houses have front gardens with dwarf walls and there are street trees. There are no markings on the roads which is used for parking on both sides.

### Dominant Materials and Features

Characteristic materials and features include: Red brick, slate tiles, timber sashes (often Queen Anne-style) and doors, dwarf front garden walls, planted front gardens, chimneys, porches with open fretwork, tiled front gardens and street trees.

### Threats from development

- Off-road parking in front gardens which results in poorly-defined boundaries.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.
- Loss of original front and side boundary treatments (notably in Newry Road) impacts on the character and appearance of the street.

### Opportunities

- Upgrading the public realm – more appropriate paving and street furniture (including retention / reintroduction of heritage street signage) would enhance the character of the historic streets.
- Reinstatement of railings to front walls and side boundaries (notably in Newry Road).



Normanhurst Drive



Ailsa Avenue



# Character Area 8:

## South of Chertsey Road

### Character Summary

This character area is formed predominantly by streets of terraced housing. The Moormead and Bandy Recreation Ground is located on the west side of the area with the River Crane forming the western boundary. To the east is St Margarets Road and the main local centre and the railway line to the south.

### St Margarets Grove

This area forms the northern section of the character area and takes in Brook Road, St Margarets Grove, South Western Road and part of Winchester Road. This was the earliest part of the character area to be developed, at the end of the nineteenth century.

Brook Road and St Margarets Grove are made up of simple two-storey stock brick terraces with occasional red brick details; some have bay windows at ground floor. They all have small front gardens, usually bounded by low brick walls. The roads are narrow and there are no central road markings or street trees. Nos. 45 and 49 on St Margarets Grove are c.1930s with a flat-arched entrance to a rear courtyard. They have their original doors and 6 over 6 pane windows, and although different from their neighbours, are of some merit.

The mature street trees on South Western Road make this street quite distinct from the others to the north within this area, although the houses are very similar. Most of the houses on this street are in semi-detached pairs with arched porches and stripes of red brick though there is a distinct group of semi-detached houses at the east end which have stringcourses and rather finer stucco doorcases and bay windows with dentilled decoration.

The Turk's Head public house, on the corner of St Margarets Grove and Winchester Road, is a fine late

Edwardian pub and a local landmark.

The green views of the Recreation Ground at the end of St Margarets Grove and South Western Road add to the character of these streets.

Winchester Road and Bridge Road are wider with street trees and houses on a slightly larger scale. Along Bridge Road these have gables with bargeboards and projecting, two-storey bays.

### Dominant Materials and Features

Characteristic materials and features include: Stock brick, red brick, timber sash windows, chimneys, roof slates, clay tiles (roofs), bays, low/dwarf walls and street trees (only on South Western Road).

### Winchester Road and Surroundings

To the south of the St Margarets Grove are Sidney, Kenley and Godstone Roads, which are all linked to both Winchester Road and Moor Mead Road running north.

These streets were developed by 1915 and are larger in scale than those to the north. The houses are also more decorative, with more stucco, red brick and half-timbered gables used for these terraces. The joinery too becomes much more decorative with Queen Anne sash windows and barge boards featuring widely. More original windows and doors survive in this sub-area too. The front gardens are bigger and are generally planted. Most of these streets are also planted with trees as is the Recreation Ground, adding to the green character of this area.

There is a short mid-twentieth century terrace on the north side of Kenley Road which, like the rest of the street, is built from gault brick but stylistically is representative of its period. Some of the houses steel windows survive as do the front doors on 73



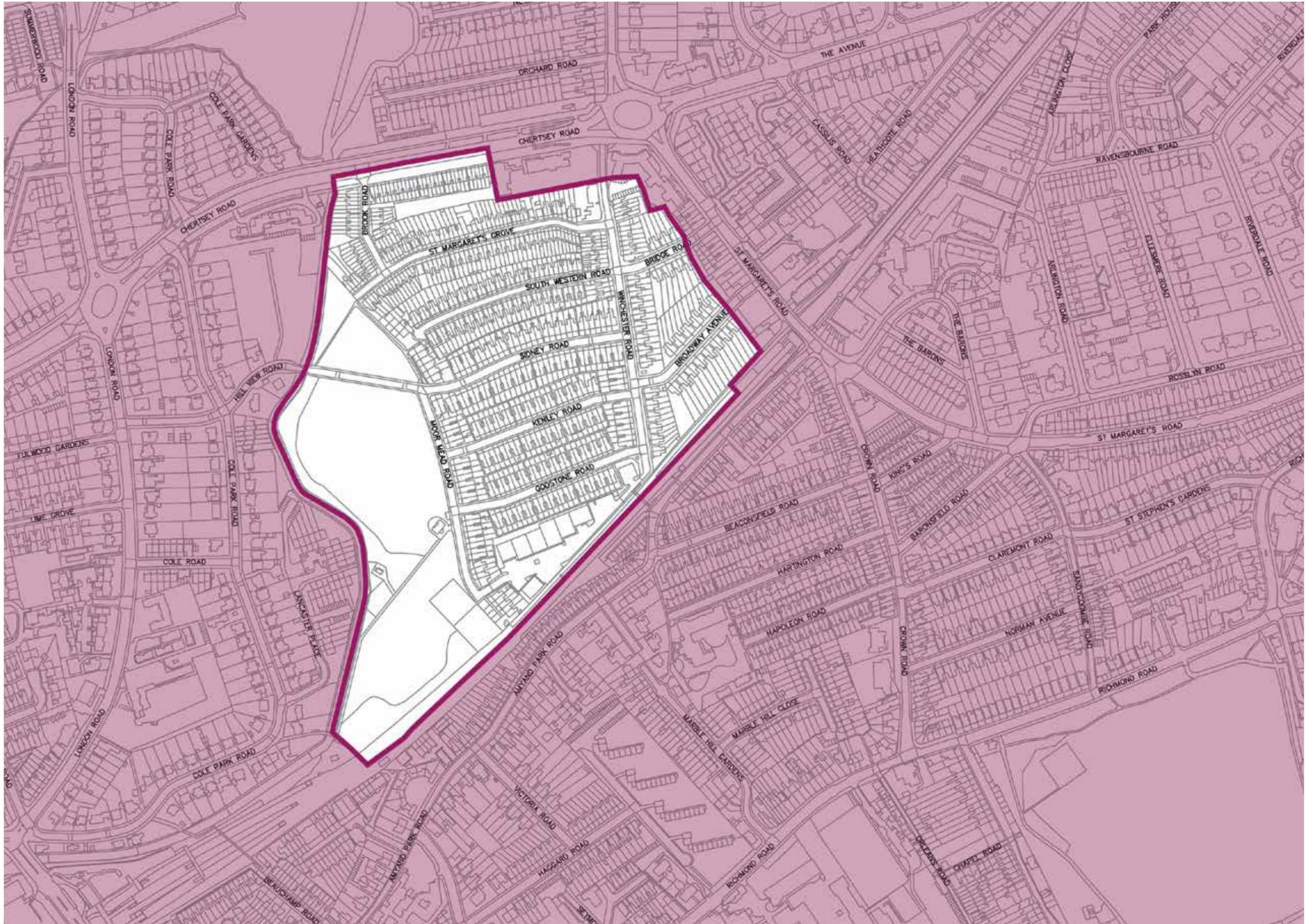
Brook Road



St Margarets Grove



Godstone Road



Character Area 8: South of Chertsey Road

# Character Area 8:

## South of Chertsey Road

and 75 with their front boundary walls.

### Dominant Materials and Features

Characteristic materials and features include: Gault brick, stock brick, red brick, timber sash windows often with decorative glazing bars, gables often with applied half-timbering, bargeboards, chimneys, ridge tiles, roof slates, bays, tiled front paths, low/dwarf walls and street trees.

### St Margarets Business Park

The St Margarets Business Park is a gated area of recently-built warehouses and is not a conventional street. The business park is accessed from either end of Drummonds Place with a car park at the east end. Both the business park and car park are screened from the rest of the character area to the north with planting.

### Dominant Materials and Features

Characteristic materials and features include: Applied brickwork, metal windows.

### Threats from development

- Some of the traditional boundaries, in brick, have been replaced, this threatens the orderly character of the streets.
- Replacement of historic windows and doors with those of modern materials (uPVC) or designs that do not follow the original glazing pattern and opening style.
- Overpainting of brick facades. This detracts from the visual character of the area and can also trap moisture within the wall.

### Opportunities

- Upgrading the public realm - more appropriate paving and street furniture (including the replacement / reintroduction of heritage street signage) would enhance the character of the historic streets.
- Enhancements to St Margarets Station will improve the attraction and accessibility of the wider area.



# 7. Features and Materials

**The architectural features and palette of materials used in the construction and decoration of buildings are a large part of what makes up the character of an area. They vary depending on when and where a building was constructed. Even for buildings of the same period, subtle differences in construction materials can be what distinguish buildings in one part of the country from another, contributing to local distinctiveness.**

## Materials

St Margarets contains a variety of styles and housing from different periods made up of mostly terraced and semi-detached housing. Through the eighteenth and nineteenth, even into the early twentieth century, a palette of similar materials predominated in house building. Using the correct materials (such as stock and red brick, clay tiles, slate and timber) is important for any repairs, alterations or extensions to existing buildings but also should be a consideration for any new development if it is to respect the context and character of the area. This is also important as traditional materials allow a building to 'breathe' (allow air to circulate and the materials to both absorb water when it rains and subsequently dry out). Using modern, impervious materials can trap water and cause damp. Sourcing materials is very important, and it is always advisable to ask for samples that you can look at on site and compare with the palette of existing materials. In the context of historic buildings it is useful to look at the directory of specialist professionals on [www.buildingconservation.com](http://www.buildingconservation.com).

## Features

**Victorian:** The Victorian period (1837-1901) saw an explosion of different styles and technological innovation. House building increased at a great rate to deal with the surge in population. The terraced house continued as the most popular and proliferate form of housing but mansion blocks of flats became increasingly common in London through the nineteenth century for all classes of people. Whilst Classicism retained a strong foothold through Queen Victoria's reign and the simple, brick terraced house persisted, particularly as the most basic form of housing, the Gothic Revival is most commonly associated with this period and was popular as a way of enlivening houses. Brick was still the basic load-bearing material for most buildings during this period though decorative multi-coloured elements became more popular. Renders and ornament (the latter usually made from artificial stone) become also more widespread.

A substantial area of Victorian housing can be found within the St Margarets Estate Conservation Area (19) with some fine examples. St Georges, Ailsa and St Peters Road include an array of larger properties over two or three-storeys. These grander plots include a wide variety of distinct features of the period including distinct eaves and bargeboards, some with columned porches or recessed archways, and other details such as render cornices and

cornerstones.

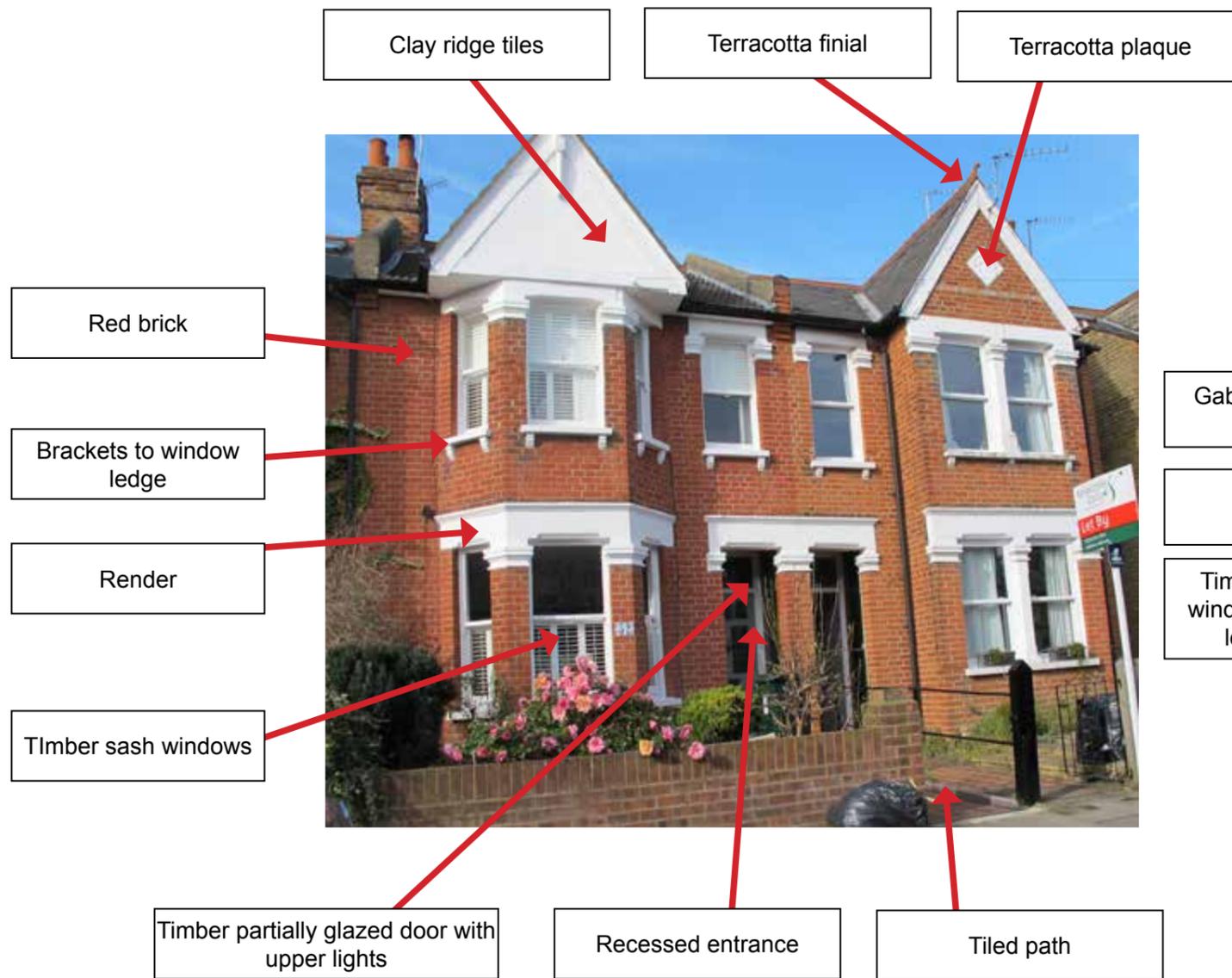
Haliburton and Newry Road to the north west of the Conservation Area are fine examples of tight Victorian terraces of two-storeys with simple design and features redbrick, retained sash windows; they create an intimate scale with their small front gardens.

Crown Road Conservation Area includes a row of Victorian parades around the railway station that date to the late 1880s. The buildings have a number of original shopfronts, terracotta panels and swags. Housing along St Margarets Road and Crown Road include Dutch gables which add to the profile of the properties.

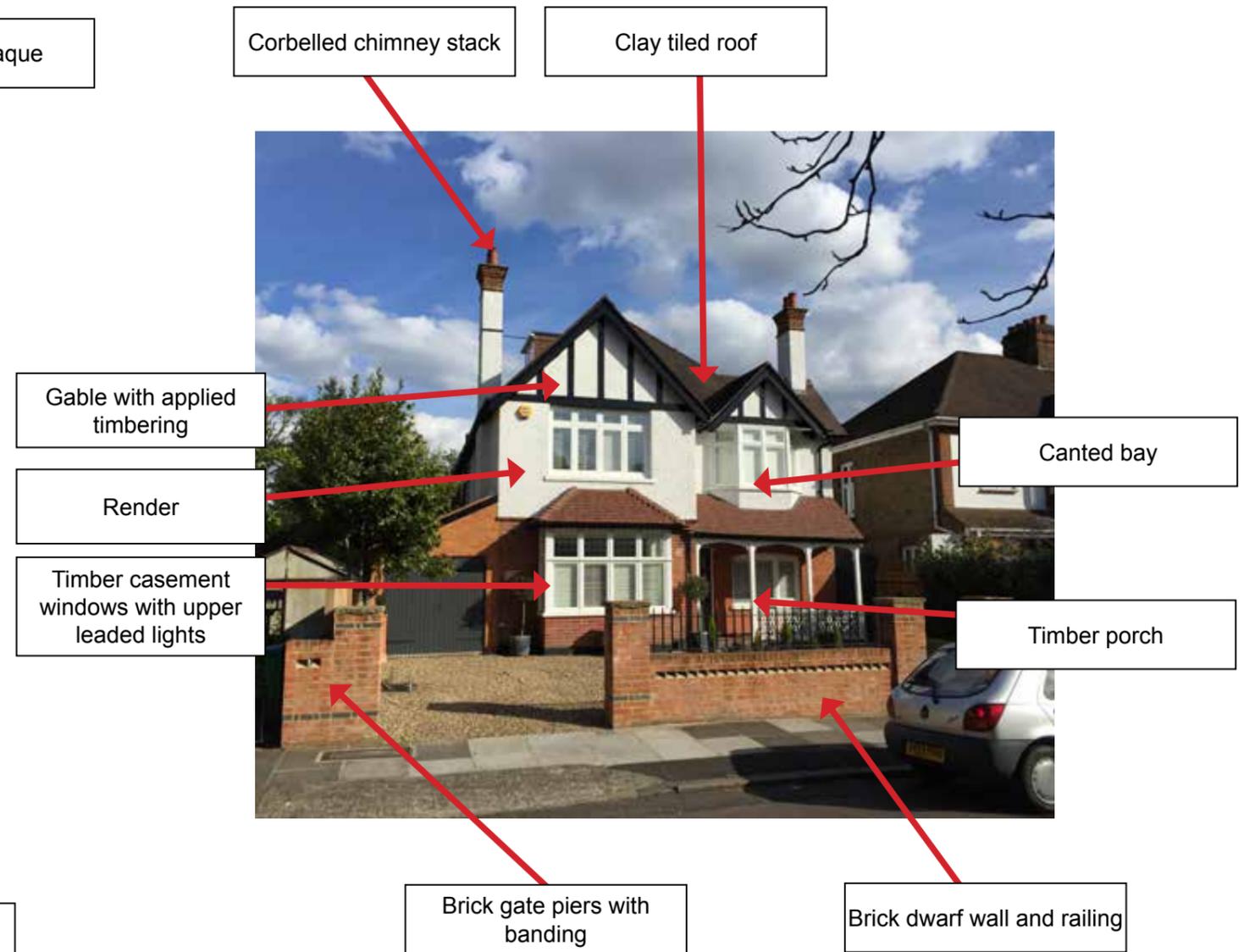
**Edwardian and Late Victorian:** The Edwardian period was a high point in traditional construction and late-Victorian architecture is often indistinguishable from that of this period. The architecture of this period confidently mixes features from numerous styles which can be found across St Margarets. Much of the south western area of St Margarets is defined by Victorian and Edwardian housing in a series of parallel streets from St Margarets Grove and to the south. Baronsfield Road hosts a range of ornate Edwardian properties with a variety of styles some with small turrets, ornate glass windows and a variety of balustrade designs.

Sidney, Kenley and Godstone Roads and others in the area are all quite decorative

## VICTORIAN



## EDWARDIAN



# 7. Features and Materials (continued)

with stucco, red brick, half-timbered gables, Queen Anne sash windows and barge boards feature widely. On Hartington Road, the building fronting the road is Edwardian and very characterful, with its original front doors and sash windows. The Turk's Head public house on the corner of St Margarets Grove and Winchester Road is a fine late Edwardian pub and a local landmark

Towards the northern part of the area, Gordon Avenue and Ailsa Avenue are terraces of two-storey houses with a very cohesive character. There are slight variations between the two streets but they are all red brick, designed in pairs with adjoining front entrances, each house with a projecting two-storey bay and gabled above.

**Interwar housing:** The interwar period is defined by the vernacular semi-detached houses that became popular pre-WWI, these became regularised into the standardised designs of the 'Mock-Tudor semi'. St Margarets Drive is banked on either side by two-storey semi-detached interwar houses, the majority maintaining their original features utilising red brick, hung tiles between canted bay windows, picture windows and hipped roofs.

The south western end of Heathcote Road hosts a semi-detached pair of two-storey interwar houses. These are both red brick (though one has been painted over) with projecting bays clad in hung tiles.

Marble Hill Gardens and Marble Hill Close are made up of c.1930 two-storey terraces. These are of a familiar style with vernacular-inspired materials and details. They have hipped roofs covered with clay tiles, projecting two storey bays hung with clay tiles between the first and second floor with brick on their ground floor elevations.

**Post War (60s and 70s):** A radical shift away from the traditional styles of the past century occurred with Modernism and a new attitude to architecture and place-making. Blocks of flats were seen as the ideal solution to increasing density though the regular terraced house and low rise blocks of flats and maisonettes persisted.

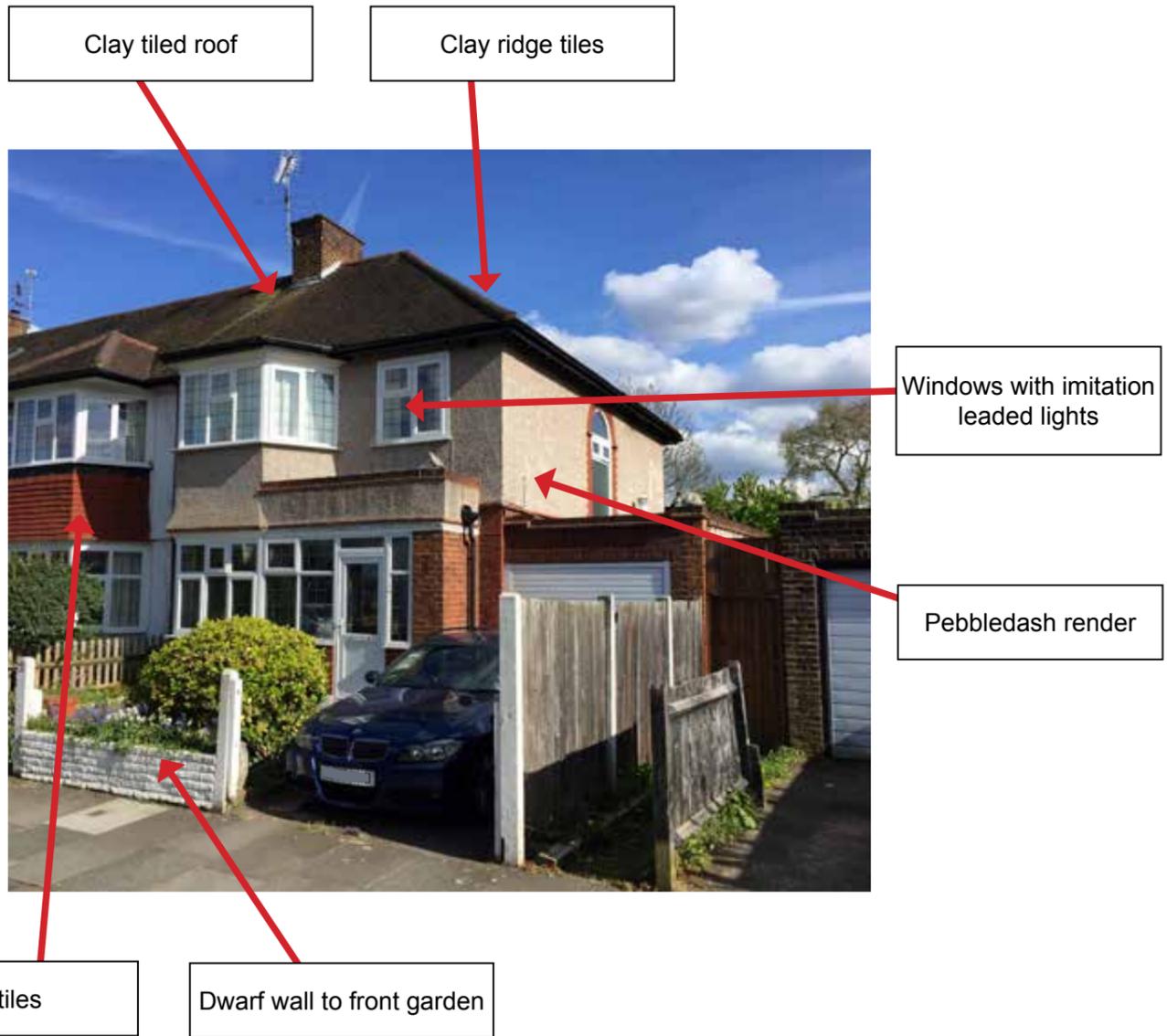
Sussex, Westmorland and Cumberland Closes' are three post war cul-de-sacs of three storey c.1970s terraces with hung tiles and red brick, flat roofs along with flat-roofed porches. These originally had trellises, some of which survive. A few still have their steel windows and many their timber doors with three-paned lights.

**Contemporary:** Recent development less rigorously conforms to a particular style or ethos. Higher density developments are more common as the pressure on land has become greater. Given the local context, modern development is fairly limited within the St Margarets area. One of the more prominent examples can be found along Heathcote Road, where there is a gated row of private 3

storey flats made up predominately of yellow stock brick, white timber panelled bays and hipped roofs.

Varley Drive is home to a large scale early twenty first century development, made up of a variety of housing types and including modern takes on period features including prominent chimneys, eave detailing, iron balustrades, rendered string courses and columned porches.

**INTERWAR**



# 7. Features and Materials (continued)

## Windows

Windows are key features in all the buildings in St Margarets irrespective of the construction period. The location of the windows, their proportions, the number of glazing bars, the use of coloured glass, or the presence of old glass and the decorative treatment around the windows, all give each building its special character. The diversity of window types across the area add to its character and reinforce the distinctiveness of the different styles. If houses or flats have original windows they should therefore be restored or, if necessary, replaced like with like. Along with the promotion of character, sustainable materials should also be prioritised, through the use of environmentally friendly materials and also improving the energy efficiency of buildings.

### Timber windows:

- Historic timber windows are made from more durable timber than modern, softwood timber. Repairing them is therefore often a more durable as well as sustainable option.
- Timber windows were always meant to be painted to protect them from the elements. Keeping them painted will help prevent them from rotting. If maintained, they can last indefinitely.

### Window details:

- Original leaded lights can add character to the street and be an important aspect of the design of the buildings. If the original windows have leaded lights they should be replicated if repairing them is not possible.
- Stained glass should be retained or incorporated in replacement windows.

### Double-glazing and thermal efficiency:

Improving the thermal efficiency of historic windows is a common reason for replacing them with double-glazing. If you are considering replacing your timber windows with uPVC bear in mind that the embodied energy lost by disposing of your windows and replacing them with uPVC, which have a limited life-expectancy, can be less sustainable than repairing them or installing secondary glazing. Traditional internal shutters are also a very effective means of improving thermal efficiency so if your property once had shutters, restoring them can be a sensible option.

There are a number of options to consider if the installation of double-glazing is pursued:

- Have existing windows adapted by inserting an additional pane of glass within the existing frame to improve sound and thermal insulation. This is only really possible with unlisted buildings with deep window profiles.

- Timber double-glazing is now a good option with improving technology that can achieve very slim window profiles that compare with Victorian and Edwardian single-glazing.
- Thin profile double glazed acoustic glass is available that can be fitted into existing timber frames. This can be a way of upgrading the sound and insulation performance of windows without the need for total replacement.
- Install secondary glazing which is very effective in improving thermal and sound insulation. They can often be removed in the summer months when less needed.

uPVC is often considered as it is seen as a cheaper option than most timber double-glazed units. However, it is not authentic and cannot achieve the same detailed mouldings or appearance and is therefore discouraged. If you feel that this is your only option you should bear in mind:

- the materials, design, proportions and the means of opening (sash/casement) of the existing windows and try to faithfully replicate them;
- the proportions of the glazing bars should replicate those on the original windows;
- glazing bars should be integral to the structure of the window and not applied to the outside of the glass and should be raised rather than flat;

- top-hung casements are not a good substitute for sliding sashes.



Timber sash with decorative glazing bars in a c. 1900 house



Original Ea late Victorian / early Edwardian with ornate stain glass windows



Timber casement window with white painted curved corning and tiled detailing below



Timber panelled door, in a late Victorian / early Edwardian house



Timber sash in a Victorian house



Four panelled timber door with rectangular fanlight in a Victorian house



Timber panelled door with decorative lights in a c. 1900 house



Timber sash in a Victorian house



Timber sash windows in a house from the early twentieth century

# 7. Features and Materials (continued)

Victorian



Late Victorian / Edwardian



Interwar



**Post War**



**Contemporary**



# 8. Shop Front Guidance

The Council has an adopted general guide to shopfront design (Shopfront Supplementary Planning Document (SPD), March 2010). This guidance does not replace the SPD but provides area-specific information on the design and character of the shopfronts in St Margarets to inform owners and developers regarding alterations and replacements. The Borough's shopfront SPD sets out the policy context for when planning permission and listed building consent is needed for new shopfronts and gives borough-wide guidance. Planning permission is invariably needed for replacement shopfronts and Advertisement Consent may be needed for new signage. This Village Planning Guidance SPD should be read in conjunction with the 2010 SPD.

St Margarets has a number of historic shopping parades and some surviving examples of historic shopfronts. These should be preserved and, where architectural details are missing, they should ideally be replaced. As a general rule, shopfronts and alterations proposed to them should respect the character and overall design and materials of the host building.

Parades were often built with the same shopfronts along their entire frontage. Over time many get replaced and the uniformity of the parades is undermined. Sometimes the replacement shopfronts have value for the quality of their design, craftsmanship or

historic value and should be retained. Often however, the replacement shopfronts lack aesthetic value and are installed without consideration for how they will affect the appearance of the whole parade and street. For example, neon lights can be inappropriate and vinyl signs in windows can impact on the street scene and discourage shoppers by reducing visibility into premises.

When proposing alterations to a shopfront or its replacement, consideration should be given to:

- The appearance of the host building as a whole and the designs of the adjacent shopfronts where these reflect the original shopfront character for the area.
- Uniformity: where a parade historically had identical shopfronts, reinstating the same appropriate design and materials where the replacements are poor quality can help create a more attractive street.
- If there are identical surviving historic shopfronts in a parade these may well be the original historic design. Therefore replicating them in place of low-quality modern shopfronts should be explored.

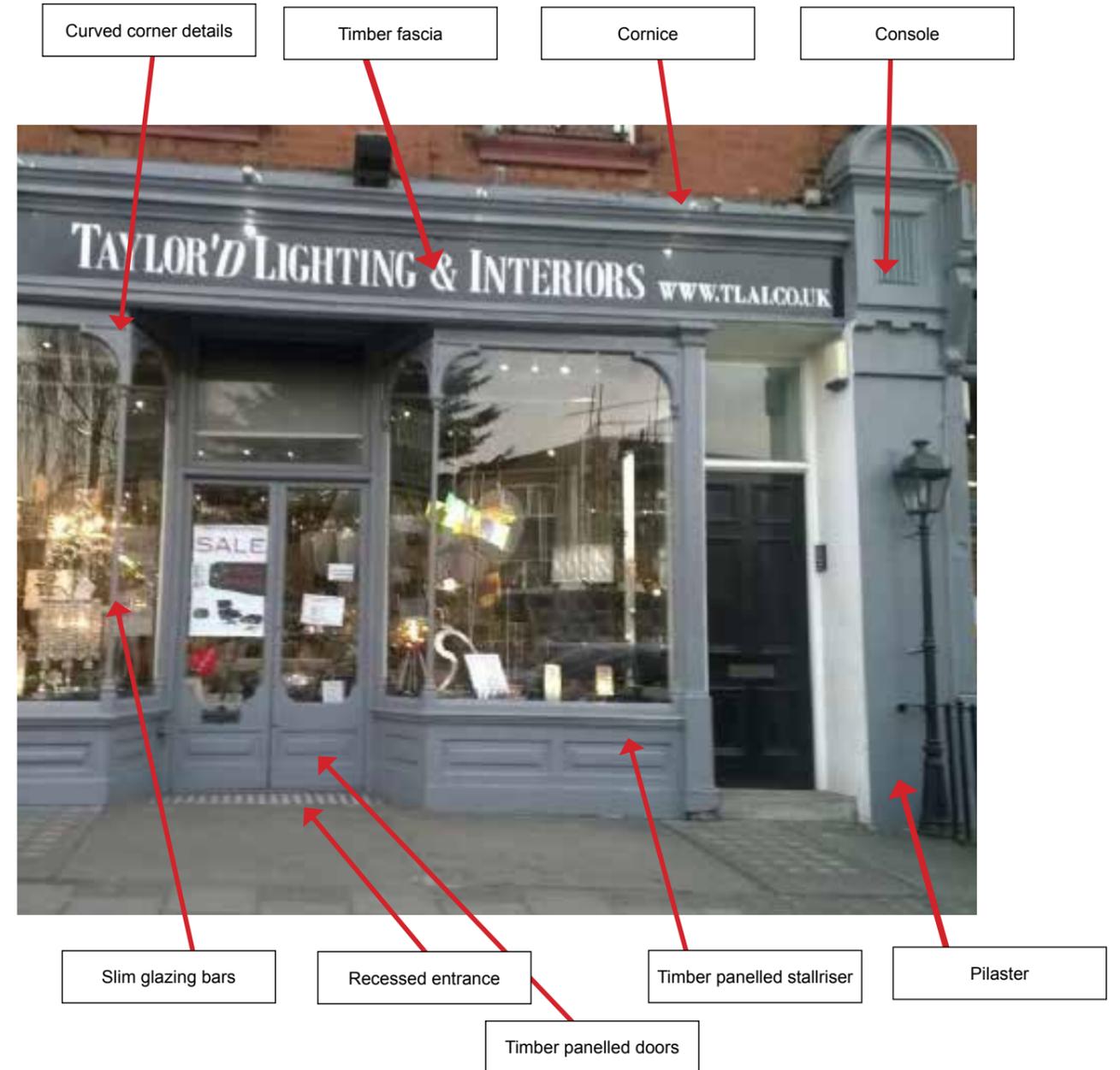
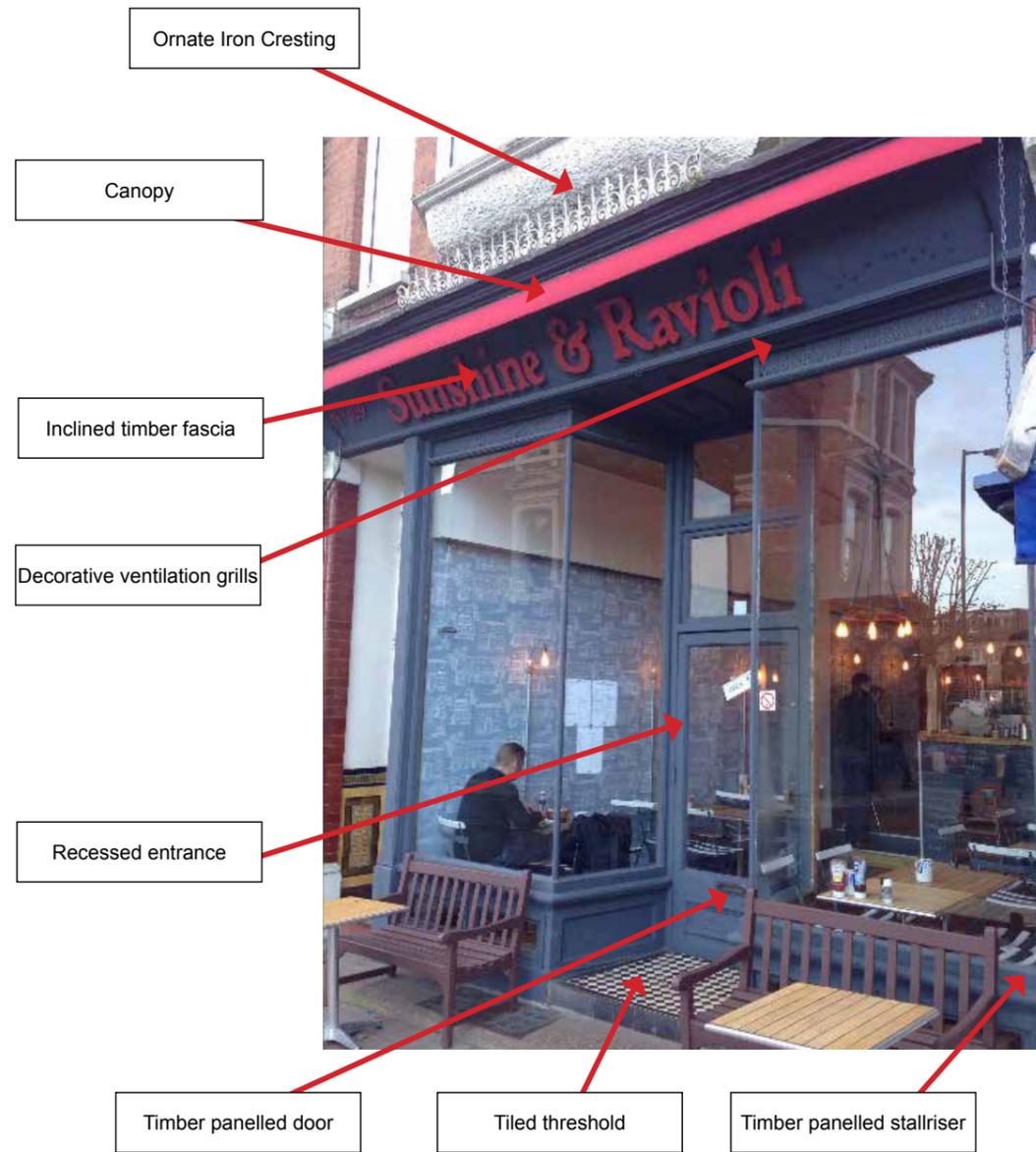
Within a parade or building there are often two or more good examples of shopfronts which should be retained and sometimes the subtle differences in detail will enhance the character of the area. However, the basic structure and features of traditional shopfronts (as identified in the Shopfront

SPD) are usually present and should be conformed to.

## Shutters

Security shutters are not a traditional feature of shopfronts and do not, as a rule, enhance their character. Roller shutters, when lowered, can create an unattractive and hostile environment. If considered necessary, metal lattice-type shutters on the inside of the shop window provide the necessary security whilst not dramatically changing the appearance of the shop front. The other alternative is traditional timber shutters that are fitted over the shop window on the outside.

Typical key features to shop fronts



# 8. Shop Front Guidance (continued)

The following areas have been identified as significant areas to protect and enhance:

## St Margarets Road / Crown Road (around station)

The area around the station is characterised by three-storey red brick Edwardian parades to the north and south of the railway line. To the south of the station and on the corner of Crown Road, the parades were developed by 1894. Those to the north of the station are Edwardian. Where the ground floors have been in continuous use as commercial premises, the upper floors would have originally been largely residential and the access to the flats above are either accessed through doorways interspersed between the shopfronts or doors incorporated within the shop frontages.

Originally the doors within the shopfronts would have been recessed from the pavement, a feature which survives in a number of instances.

One of the other common features along this stretch of shops is the pilasters which survive between the shopfronts. These either have glazed tiles on the shafts and console brackets above or are entirely stucco. As discussed in the Shopfront SPD, the console brackets indicate how large the fascias of the shopfronts should be: generally smaller than the height of the console brackets and the fascias should not project in front of them. In many instances the tiles

have often been painted, consideration should be given to carefully removing the paint to reveal the glazed tiles underneath.

Please refer to the Shopfront SPD for information about the characteristics of historic shopfronts that will be referred to in the following descriptions.

The following are historic shopfronts within this area of notable quality amongst others in the area which are worthy of retention:

### Key examples

Nos. 139, 141 and 143 St Margarets Road are all good, original shopfronts, each with a shop entrance and entrance to the flats above, recessed from the pavement.

Positive features: timber panelled stallrisers; thin glazing bars; curved corner details; recessed entrances with tiled thresholds; Timber panelled doors; decorative ventilation grills; well-proportioned timber fascias (No. 141 has its cornice), pilasters

Likewise Nos. 133 and 135 St Margarets Road are high quality historic shopfronts with very similar detailing.

Positive features: thin glazing bars; decorative ventilation grill; well-proportioned timber fascia and cornice; timber doors; recessed entrance

### Other good examples

No. 109 St Margarets Road is a simple, historic shopfront with many of its original

features still intact including its awning mechanism.

Positive features: timber panelled stallriser; thin glazing bars; recessed timber panelled door; tiled threshold; decorative ventilation grills; well-proportioned, inclined timber fascia; awning; cast iron decoration on top of the fascia. Another example of a traditional timber shopfront worth preserving is No. 10 Crown Road. The door to the flat is evidently a recent replacement.

Positive features: timber panelled stallriser; recessed timber panelled door; decorative ventilation grills; well-proportioned timber fascia; awning

## North end of St Margarets Road, around Talbot Road

At the north end of St Margarets Road are a group of shops on its west side in a two storey terrace. These are much more modest in scale and detail than the larger parades to the south on St Margarets Road. The shopfronts are all fairly recent, and of no notable quality or design.

It is likely that the original shopfronts here would have been of higher quality than the existing ones of a modest design and constructed from timber. There are therefore opportunities to encourage more appropriate materials, signage and proportions through any proposals for replacements in line with the guidance set out in the 2006 SPD.



Nos. 141 and 143 St Margarets Road



No. 135 St Margarets Road



No. 10 Crown Road



# 9. Forecourt Parking

The Council has an existing Supplementary Planning Document (SPD) covering 'Front Garden and Other Off Street Parking Standards' (adopted September 2006). This document provides detailed advice on the legal and design issues when creating a parking area in your front garden and access to it from the highway. Council Policy DM TP 9 also establishes the principle approach to Forecourt Parking, notably that it will be discouraged.

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

In St Margarets, as in other areas of Richmond and across London as a whole, increases in population and car ownership have resulted in greater demand for car parking spaces. Where houses are not able to have garages, or where there is insufficient on and off street parking, this can lead to increased demand for front garden parking. Conversion of front gardens for car parking can individually and cumulatively adversely impact on the appearance of an area and detract from its overall character if undertaken without careful consideration. The Council is keen that where front garden parking does occur, it is

done in the best possible way, by following guidance given in this and the 2006 SPD.

## Planning Permission

In some cases alterations to front gardens fall within the terms of 'permitted development', in which case planning approval is not required and therefore the Council has little or no control over the creation of forecourt parking. You will not normally need planning permission, outside of a Conservation Area if a new or replacement driveway of any size uses permeable (or porous) surfacing which allows water to drain through, such as permeable concrete block paving or porous asphalt, or by directing rainfall to a lawn or border to drain naturally.

If the surface to be covered is more than five square metres planning permission will be needed for laying traditional, impermeable driveways. It is important to note that in Conservation Areas, planning permission is required for demolition of boundary walls, fences and railings over 1m in height. Article 4(2) Directions can also restrict the removal of structures such as those that would be required to allow access for parking (see the 2006 SPD for details).

The Council's Development Management Plan (Policy DM TP 9) discourages front garden parking because of the impact on the appearance of the street and loss of vegetation and biodiversity. When forecourt parking is proposed, this SPD seeks to

ensure it is provided in a sympathetic way. It is generally not considered that additional forecourt parking would significantly reduce congestion as it results in the loss of on-street parking.

## Important features in St Margarets

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

## Boundary Walls

Boundary walls are perhaps the most important and defining feature of a street scene, and their preservation and uniformity adds considerably to an area's character. They enclose front gardens and define public and private space. Low walls create this space without reducing visibility. Conforming traditional brick types and brickwork along a street is an important characteristic.

One of the best examples of retained boundary walls in St Margarets can be found along Netherton Road, where the majority of properties have maintained their original walls and features. In general, the central St Margarets Estate area includes a variety of roads with high quality boundary walls, including along St Peter's Road and St George's Road.

A good example of retained boundary walls along terraced streets in St Margarets can be found in small sections along Haliburton Road, where walls have been for the most part maintained or sympathetically altered.

Marble Hill Gardens with its interwar housing has maintained much of its boundary wall treatments as originally constructed and this adds to the character of the street.

## Fencing

Picket fencing, both stained wood and painted white, can be found occasionally on St Margarets streets, often replacing lost brick boundary walls. This is not in keeping with the area. Nevertheless good examples can be found at both 20 Ailsa Road and 14 St George's Road, the latter being bound by a stained wood fence with neat and tidy hedging atop.

## Iron railings and gates

Eighteenth and nineteenth century iron railings (and gates) are a traditional feature found along some of St Margarets streets. Typically these are embedded into a lower boundary wall, enclosing the front garden whilst keeping visual obstruction to a minimum. Examples can be found on Ailsa Road where there are instances of dwarf walls with incorporated railings.

## Hedges

Hedges enclose front gardens and define public and private space. They provide an

attractive green feature to the streetscape. Therefore it is important for them to be retained as frontage features, either on their own or in combination with walls or railings.

There are a number of instances along Netherton Road, where original maintained walls are supported by well-maintained hedges. This adds to the green character and enclosure of the street. There are also examples of this along Ailsa Road and Gordon Avenue.

#### Guidance on front garden parking

The following key considerations should be made where residents feel an imperative to replace front gardens with car parking:

#### Retention of existing features

The general aim of any design for car parking in front gardens should be to retain as much of the existing features as is practical – such as existing walls, railings or hedging. Where an opening has to be made in an existing wall, railing or fence, it should be made good at both ends to match existing materials and details, and should be no more than a car-width wide.

#### Enclosure

Retaining a form of enclosure of front gardens and forecourts is an essential part of retaining local character and maintaining the street scene. Partial loss of existing structures is inevitable to allow vehicle access but some

structure should be retained. Inward opening gates help to complete a defensible line. For the above reasons the gap in the boundary should not exceed that needed for the passage of a car. This also reduces the loss of parking space in the road outside.

#### Permeability

The base and finished surface should be laid at a slight gradient and be of a permeable material, to allow the satisfactory drainage and absorption of rainwater. Water should not drain from the property onto the footway. A length of drain or soak-away may be required at the site boundary to prevent this or a connection to a surface water sewer can be established with the agreement of the Water Authority. Loose gravel should be avoided.

#### Green features

Loss of existing green space may be inevitable, however retaining and / or replacing some planting in as generous a manner as possible helps to maintain the area character, screen vehicles and create a more pleasant natural environment by absorbing local exhaust fumes.



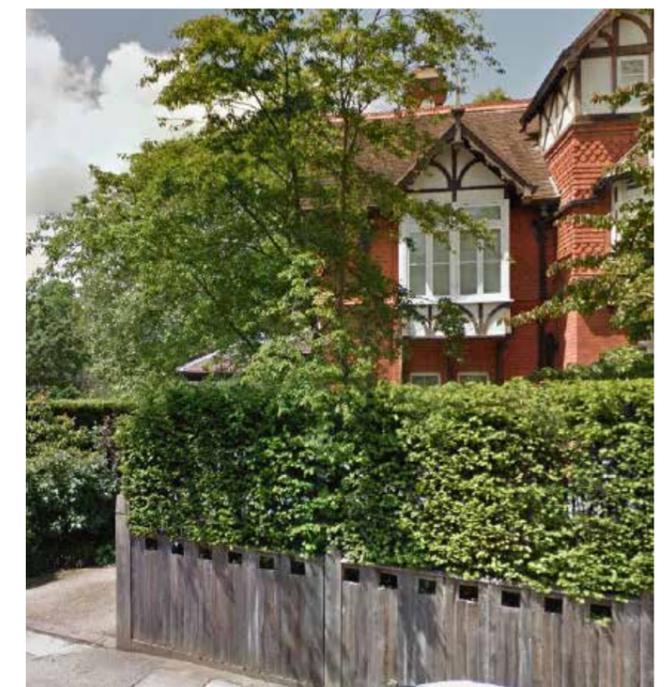
Boundary wall, Haliburton Road



Hedging, Netherton Road



Iron Railings, Ailsa Road



Fencing, St Margarets Road

# Appendix I: Relevant Policies and Guidance

It should be noted that all adopted policies and guidance should be assessed for their relevance in respect of individual planning applications, not just those listed below.

## LBRuT LDF Core Strategy (April 2009)

Main policies that the SPD will support:

### CP7: Maintaining and Improving the Local Environment

- 7.A Existing buildings and areas in the Borough of recognised high quality and historic interest will be protected from inappropriate development and enhanced sensitively, and opportunities will be taken to improve areas of poorer environmental quality, including within the areas of relative disadvantage of Castlenau, Ham, Hampton Nurserylands, Heathfield and Mortlake.
- 7.B All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued. Proposals will have to illustrate that they:
- (i) are based on an analysis and understanding of the Borough's development patterns, features and views, public transport accessibility and maintaining appropriate levels of amenity;
  - (ii) connect positively with their surroundings to create safe and inclusive places through the use of good design principles including

layout, form, scale, materials, natural surveillance and orientation, and sustainable construction.

### CP8: Town and Local Centres

- 8.A The Borough's town and local centres have an important role, providing shops, services, employment opportunities, housing and being a focus for community life.

Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area. It should be of an appropriate scale for the size of the centre and not adversely impact on the vitality and viability of any existing centre. Out of town retail development is not usually considered appropriate in this Borough in line with The London Plan consolidated with Alterations since 2004.

The Council will improve the local environment to provide centres which are comfortable, attractive and safe for all users. The historic environment and river frontage will be protected.

### CPI4 Housing Standards & Types

- 14.D The density of residential proposals should take into account the need to achieve the maximum intensity of use

compatible with local context, while respecting the quality, character and amenity of established neighbourhoods and environmental and ecological policies. The London Plan consolidated with Alterations since 2004 Density Matrix and other policies will be taken into account to assess the density of proposals.

### CP20 Visitors and Tourism

The Council will support the sustainable growth of the tourist industry, for the benefit of the local area by:

- 20.A Encouraging the enhancement of existing tourist attractions, such as Kew Gardens, Hampton Court Palace, Ham House and the River, including sport stadia particularly those of RFU and Harlequins;
- 20.B Promoting sustainable transport for tourists to and within the borough, including the passenger services along the Thames;
- 20.C Directing new hotels to the Borough's town centres or other areas highly accessible by public transport;
- 20.D Requiring accommodation and facilities to be accessible to all;
- 20.E Enhancing the environment in areas leading to and around tourist destinations.

Other relevant policies:

### CPI0: Open Land and Parks

The open environment will be protected and enhanced. In particular:

- 10.A The Borough's green belt, metropolitan open land and other open land of townscape importance, World Heritage Site (Royal Botanic Gardens, Kew), land on the Register of Parks and Gardens of Special Historic Interest, green chains and green corridors will be safeguarded and improved for biodiversity, sport and recreation and heritage, and for visual reasons.
- 10.B A number of additional areas of open land of townscape importance will be identified, which will be brought forward through the Development Allocations DPD.

### CPI7 Health and Well-being

- 17.A Health and well-being in the Borough is important and all new development should encourage and promote healthier communities and places.
- 17.B The provision of new or improved facilities for health and social care and other facilities will be supported. Such facilities should be in sustainable locations and accessible to all and priority will be given to those in areas of relative deprivation which

are identified in Core Policy 13, an immediate need for primary health care facilities (especially doctor's surgeries) has been identified in Kew, Richmond, Whitton and Ham. Sites for larger facilities may be identified in the Site Allocations DPD.

- 17.C A pattern of land use and facilities will be promoted to encourage walking, cycling, and leisure and recreation and play facilities to provide for a healthy lifestyle for all, including provisions for open and play space within new development as appropriate.
- 17.D Existing health, social care, leisure and recreation provision will be retained where these continue to meet or can be adapted to meet residents' needs. Land will be safeguarded for such uses where available, and the potential of re-using or redeveloping existing sites will be maximised.

### **LBRuT LDF Development Management Plan (November 2011)**

Main policies that the SPDs will support:

#### **Policy DMTC 1 Larger Town Centres**

To maintain and improve the town centres, the Council will require appropriate development to take place within the identified Town Centre Boundaries of the five maintown centres. These are Richmond, the major centre, and the four district centres – Twickenham, East Sheen, Teddington and Whitton.

Proposals that contribute towards a suitable mix of uses will be approved, provided that they are appropriate to the function, character and scale of the centre. Acceptable town centre uses could include retail (if within or well related to designated frontages), business, leisure, tourism, community uses, health and residential development compatible with other development in the town centre.

Proposals will be acceptable within the Town Centre Boundaries if they:

- (f) Maintain or enhance the amount of active frontage, subject to Policy DMTC 3 'Retail Frontages'.
- (h) Respect and enhance the heritage, character and local distinctiveness of the centre.

#### **Policy DMTC 2 Local and Neighbourhood Centres and Areas of Mixed Use**

The Council will protect and improve the provision of day-to-day goods and services in the local and neighbourhood centres of the borough (See Policy DMTC 3 'Retail Frontages'). These centres are often designated as Areas of Mixed Use and are thus seen as appropriate for a mix of uses that meet primarily local needs.

Proposals for development will be acceptable in the smaller centres if they:

- (c) Respect and enhance the heritage, character and local distinctiveness of the centre, whilst making the most efficient use of land.
- (d) Include overall improvements and enhancements of the small centres; or modernise outmoded premises.

Development should improve and maintain commercial provision in the smaller centres, without significantly expanding it.

#### **Policy DMTC 3 Retail Frontages**

##### **B Secondary Retail Frontages**

Non-retail proposals will be acceptable in the secondary shopping frontages only if:

- (b) The proposed use retains a "shop-like" appearance with an active frontage and will not have a detrimental visual impact on the shop-front and respect the

heritage and character of the centre.

#### **Policy DM OS 3 Other Open Land of Townscape Importance**

Other open areas that are of townscape importance will be protected and enhanced in open use.

It will be recognised that there may be exceptional cases where appropriate development is acceptable. The following criteria must be taken into account when assessing appropriate development:

1. It must be linked to the functional use of the Other Open Land of Townscape Importance; or
2. It can only be a replacement or minor extension of existing built facilities;
3. In addition to 1. or 2., it does not harm the character and openness of the open land.

Improvement and enhancement of the openness and character of other open land and measures to open up views into and out of designated other open land will be encouraged where appropriate.

When considering developments on sites outside designated other open land, any possible visual impacts on the character and openness of the designated other open land will be taken into account.

The explanatory text is relevant to the SPD as set out below:

4.1.6 Other Open Land of Townscape Importance (OOLTI) can include public and private sports grounds, school playing fields, cemeteries, allotments, private gardens, areas of vegetation such as street verges and mature trees. The designated areas are shown on the Proposals Map but there will also be other areas which could be considered as being of local value to the area and townscape which merit protection.

4.1.7 In some parts of the borough, open areas, including larger blocks of back gardens, which are not extensive enough to be defined as green belt or metropolitan open land, act as pockets of greenery of local rather than London-wide significance. Many of these are of townscape importance, contributing to the local character and are valued by residents as open spaces in the built up area. Policy DM HO 2 'Infill Development' and Policy DM HO 3 'Backland Development' also recognise the importance of gardens, which will be considered as greenfield sites. Green oases are particularly important and will be protected in areas of high density development and town centres.

4.1.8 OOLTI should be predominantly open or natural in character. The following criteria are taken into account in defining OOLTI:

- Contribution to the local character and/or street scene, by virtue of its size, position and quality.
- Value to local people for its presence and openness.
- Immediate or longer views into and out of the site, including from surrounding properties.
- Value for biodiversity and nature conservation.
- Note that the criteria are qualitative and not all need to be met.

#### Policy DM OS 4 Historic Parks, Gardens and Landscapes

Parks and gardens as well as landscapes of special historic interest included in the Register compiled by English Heritage and other historic parks, gardens and landscapes referred to in para 4.1.11 below, will be protected and enhanced. Proposals which have an adverse effect on the settings, views, and vistas to and from historic parks and gardens, will not be permitted.

#### Policy DM HD 1 Conservation Areas – designation, protection and enhancement

The Council will continue to protect areas of special significance by designating Conservation Areas and extensions to existing Conservation Areas using the criteria as set out in PPS 5 and as advised by English Heritage.

The Council will prepare a Conservation Area Appraisal and Management Plan for each Conservation area, these will be used as a basis when determining proposals within or where it would affect the setting of, Conservation Areas together with other policy guidance.

Buildings or parts of buildings, street furniture, trees and other features which make a positive contribution to the character, appearance or significance of the area should be retained. New development (or redevelopment) or other proposals should conserve and enhance the character and appearance of the area.

#### Policy DM HD 2 Conservation of Listed Buildings and Scheduled Ancient Monuments

The Council will require the preservation of Listed Buildings of special architectural or historic interest and Ancient Monuments and seek to ensure that they are kept in a good state of repair by the following means:

1. consent would only be granted for the demolition of Grade II Listed Buildings in exceptional circumstances and for Grade II\* and Grade I Listed Buildings in wholly exceptional circumstances following a thorough assessment of their significance;
2. retention of the original use for which the listed building was built is preferred. Other uses will only be considered where the change of use can be justified, and where it can be proven that the original use cannot be sustained;

3. alterations and extensions including partial demolitions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, historic fabric and detailing of the original building. With alterations, the Council will normally insist on the retention of the original structure, features, material and plan form or features that contribute to the significance of the asset. With repairs, the Council will expect retention and repair, rather than replacement of the structure, features, and materials of the building which contribute to its architectural and historic interest; and will require the use of appropriate traditional materials and techniques;

4. using its legal powers to take steps to secure the repair of Listed Buildings, where appropriate;
5. protecting the setting of Ancient Monuments and Listed Buildings where proposals could have an impact;
6. taking a practical approach towards the alteration of Listed Buildings to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

#### Policy DM HD 3 Buildings of Townscape Merit

The Council will seek to ensure and encourage the preservation and

enhancement of Buildings of Townscape Merit and will use its powers where possible to protect their significance, character and setting, by the following means:

1. consent will not normally be granted for the demolition of Buildings of Townscape Merit;
2. alterations and extensions should be based on an accurate understanding of the significance of the asset including the structure, and respect the architectural character, and detailing of the original building. The structure, features, and materials of the building which contribute to its architectural and historic interest should be retained or restored with appropriate traditional materials and techniques;
3. any proposals should protect and enhance the setting of Buildings of Townscape Merit;
4. taking a practical approach towards the alteration of Buildings of Townscape Merit to comply with the Disability Discrimination Act 2005 and subsequent amendments, provided that the building's special interest is not harmed, using English Heritage advice as a basis.

#### **Policy DM HD 7 Views and Vistas**

The Council will seek to protect the quality of views indicated on the Proposals Map.

It will also seek opportunities to create attractive new views and vistas and, where appropriate, improve any that have been obscured.

#### **Policy DM HO 1 Existing Housing (including conversions, reversions, and non self-contained accommodation)**

Existing housing should be retained. Redevelopment of existing housing should normally only take place where:

1. it has first been demonstrated that the existing housing is incapable of improvement or conversion to a satisfactory standard to provide an equivalent scheme; and if this is the case:
2. the proposal improves the long-term sustainability of buildings on the site; and
3. the proposal does not have an adverse impact on local character; and
4. the proposal provides a reasonable standard of accommodation, including accessible design, as set out in Policy DM HO 4 'Housing Mix and Standards' and other policies.

#### **Policy DM HO 2 Infill Development**

All infill development must reflect the character of the surrounding area and protect the amenity of neighbours. In considering applications for infill development the following factors will be taken into account:

1. Plot width - plots must be of sufficient width to allow a dwelling(s) to be sited with adequate separation between dwellings;
2. Spacing between dwelling - new dwellings must have similar spacing between buildings to any established spacing in the street;
3. Height - dwelling height should reflect the height of existing buildings;
4. Materials - where materials on existing dwellings are similar, new dwellings should reflect those materials;
5. Architectural details - new dwellings should incorporate or reflect traditional architectural features;
6. Trees, shrubs and wildlife habitats- features important to character, appearance or wildlife must be retained or re-provided;
7. Impact on neighbours - including loss of privacy to homes or gardens.

#### **Policy DM HO 3 Backland Development**

There will be a presumption against loss of back gardens due to the need to maintain local character, amenity space and biodiversity. In exceptional cases where it is considered that a limited scale of backland development may be acceptable it should not have a significantly adverse impact upon the following:

1. Garden land – rear garden land which

contributes either individually or as part of a larger swathe of green space to amenity of residents or provides wildlife habitats must be retained;

2. Impact on neighbours – privacy of existing homes and gardens must be maintained and unacceptable light spillage avoided;
3. Vehicular access or car parking – these must not have an adverse impact on neighbours in terms of visual impact, noise or light. Access roads between dwellings and unnecessarily long access roads will not normally be acceptable;
4. Mass and scale of development on backland sites must be more intimate in scale and lower than frontage properties;
5. Trees, shrubs and wildlife habitats– features important to character, appearance or wildlife must be retained or re-provided.

#### **Policy DM TP 8 Off Street Parking - Retention and New Provision**

Developments, redevelopments, conversions and extensions will have to demonstrate that the new scheme provides an appropriate level of off street parking to avoid an unacceptable impact on on-street parking conditions and local traffic conditions.

A set of maximum car parking standards and minimum cycle parking standards are set out in Appendix Four - Parking

Standards 'Appendix Four - Parking Standards' for all types of development, these take into account bus, rail and tube accessibility as well as local highway and traffic conditions including demand for on-street parking. These standards will be expected to be met, unless it can be shown that in proposing levels of parking applicants can demonstrate that there would be no adverse impact on the area in terms of street scene or on street parking.

#### Policy DM TP 9 Forecourt Parking

The parking of vehicles in existing front gardens will be discouraged, especially where

- this would result in the removal of architectural features such as walls, gates and paving, or of existing trees and other vegetation; or,
- where such parking would detract from the streetscape or setting of the property; or,
- where the use of the access would create a road or pedestrian safety problem; or
- where the width of the proposed entrance will be greater than the width of a normal driveway.

For any proposal the area of impermeable paving should be minimised and soft landscaping maximised.

The Council will seek to restrict permitted development rights for forecourt parking through Article 4 directions, where

important townscape or surface water flooding issues exist. The Council will have regard to the impact of forecourt parking in considering proposals to extend or convert existing residential property.

#### Policy DM DC 1 Design Quality

New development must be of a high architectural and urban design quality based on sustainable design principles.

Development must be inclusive, respect local character including the nature of a particular road, and connect with, and contribute positively, to its surroundings based on a thorough understanding of the site and its context.

In assessing the design quality of a proposal the Council will have regard to the following:

- compatibility with local character including relationship to existing townscape and
- frontages, scale, height, massing, proportions and form
- sustainable development and adaptability, subject to aesthetic considerations
- layout and access
  
- space between buildings and relationship to the public realm
- detailing and materials

#### Policy DM DC 7 Shop fronts and shop signs

The Council will resist the removal of shop

fronts of architectural or historic interest.

The Council will expect proposals for new shop fronts or alterations to existing shop fronts to demonstrate a high quality of design, which complements the original design, proportions, materials and detailing of the shop front, surrounding streetscene and the building of which it forms part.

Blinds, canopies or shutters where acceptable in principle must be appropriate to the character of the shop-front and its setting; external security grilles will not normally be permitted; in sensitive areas, rigid and gloss finish blinds will generally be unacceptable;

Signage and illumination to shop fronts must demonstrate a high quality of design, which complements the character and materials of the shop front and surrounding streetscene, and does not compromise public safety. Large illuminated fascias will not normally be permitted, even if these are in the "house style" of a particular store.

New shop fronts must be designed to allow equal access for all users, and can incorporate flood protection measures where appropriate. Proposals should take account of the Councils SPD on Shop fronts and Shop Signs.

The Council will welcome proposals from groups of shops to add character to the street scene by the use of harmonious high quality design, colours and materials for their

shop fronts.

#### Other relevant policies

##### Policy DM OS 2 Metropolitan Open Land

The borough's Metropolitan Open Land will be protected and retained in predominately open use. Appropriate uses include public and private open spaces and playing fields, open recreation and sport, biodiversity including rivers and bodies of water and open community uses including allotments and cemeteries.

It will be recognised that there may be exceptional cases where appropriate development such as small scale structures is acceptable, but only if it:

1. Does not harm the character and openness of the metropolitan open land; and
2. Is linked to the functional use of the Metropolitan Open Land or supports outdoor open space uses; or
3. Is for essential utility infrastructure and facilities, for which it needs to be demonstrated that no alternative locations are available and that they do not have any adverse impacts on the character and openness of the metropolitan open land.

Improvement and enhancement of the openness and character of the Metropolitan Open Land and measures to reduce visual impacts will be encouraged where

appropriate.

When considering developments on sites outside Metropolitan Open Land, any possible visual impacts on the character and openness of the Metropolitan Open Land will be taken into account.

#### Policy DM OS 11 Thames Policy Area

The special character of the Thames Policy Area (TPA), as identified on the Proposals Map, will be protected and enhanced by:

1. ensuring development protects the individuality and character, including the views and vistas, of the river and the identified individual reaches;
2. discouraging land infill and development which encroaches into the river and its foreshore other than in exceptional circumstances, which may include where necessary for the construction of river dependent structures such as bridges, tunnels, jetties, piers, slipways etc.;
3. ensuring development establishes a relationship with the river and takes full advantage of its location, addressing the river as a frontage, opening up views and access to it and taking account of the changed perspective with tides;
4. encouraging development which includes a mixture of uses, including uses which enable the public to enjoy the riverside, especially at ground level in buildings fronting the river;

5. protecting and promoting the history and heritage of the river, including landscape features, historic buildings, important structures and archaeological resources associated with the river and ensuring new development incorporates existing features;
6. protecting and improving existing access points to the River Thames, its foreshore and Thames Path, including paths, cycle routes, facilities for launching boats, slipways, stairs etc. and encouraging opening up existing access points to the public, both for pedestrians and boats;
7. requiring public access as part of new developments alongside and to the River Thames, including for pedestrians, boats and cyclists, where appropriate;
8. increasing access to and awareness of the river including from the town centres.

#### Policy DM TP 6 Walking and the Pedestrian Environment

To protect, maintain and improve the pedestrian environment, the Council will ensure that:-

1. New development and schemes protect, maintain and, where appropriate, improve the existing pedestrian infrastructure, including the Rights of Way network.
2. New development does not

adversely impact on the pedestrian environment and provides appropriate pedestrian access (see Policy DM TP 3 'Enhancing Transport Links').

3. New development and schemes improve the safety and security of the pedestrian environment where appropriate.

#### Policy DM TP 7 Cycling

To maintain and improve conditions for cyclists, the Council will ensure that new development or schemes do not adversely impact on the cycling network or cyclists and provide appropriate cycle access and sufficient, secure cycle parking facilities, see Policy DM TP 3 'Enhancing Transport Links' and Policy DM TP 8 'Off Street Parking - Retention and New Provision'.

#### Relevant SPDs/SPGs

- Design Quality SPD Adopted Feb 2006 [www.richmond.gov.uk/spd\\_design\\_quality\\_doc\\_lowres-2.pdf](http://www.richmond.gov.uk/spd_design_quality_doc_lowres-2.pdf)
- Front Gardens and other Off-street Parking Standards SPD Sept 2006 [www.richmond.gov.uk/spg\\_supplementary\\_planning\\_guidance\\_draft\\_approved.pdf](http://www.richmond.gov.uk/spg_supplementary_planning_guidance_draft_approved.pdf)
- Residential Development Standards March 2010 [www.richmond.gov.uk/spd\\_residential\\_development\\_standards\\_2010\\_final\\_version\\_30\\_11\\_10.pdf](http://www.richmond.gov.uk/spd_residential_development_standards_2010_final_version_30_11_10.pdf)
- Shopfronts SPD March 2010 [www.richmond.gov.uk/cg\\_shopfronts\\_cal\\_](http://www.richmond.gov.uk/cg_shopfronts_cal_)

[lr.pdf](#)

- Small and Medium Housing Sites SPD Feb 2006 [www.richmond.gov.uk/spd\\_small\\_and\\_medium\\_housing\\_sites.pdf](http://www.richmond.gov.uk/spd_small_and_medium_housing_sites.pdf)
- Design Guidelines Leaflets 3 and 4: House Extensions and External Alterations. Adopted Sept 2002. Reformatted with minor updates July 2005. Based on UDP policies [www.richmond.gov.uk/a4\\_houseext\\_design\\_web\\_adpt-2.pdf](http://www.richmond.gov.uk/a4_houseext_design_web_adpt-2.pdf)
- Design Guidelines leaflet 11: Shopfront Security. First published 1997 and Reformatted with minor updates July 2005. Based on UDP policies [www.richmond.gov.uk/shopsfront\\_security.pdf](http://www.richmond.gov.uk/shopsfront_security.pdf)

Also of relevance is the Council's 'Public Space Design Guide' (Jan 2006). The overall aim is to provide guidance to help deliver the goal of improved streetscene and public spaces. [www.richmond.gov.uk/public\\_space\\_design\\_guide](http://www.richmond.gov.uk/public_space_design_guide)

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