

London Borough of Richmond upon Thames

## Urban Design Study

# Executive summary



## Executive summary

---

The London Borough of Richmond upon Thames commissioned Arup in 2020 to produce an Urban Design Study.

The study includes a townscape character assessment and an assessment of the borough's capacity for growth, bringing together the values, character and sensitivity of different parts of the borough with the reality of future development pressures. The study then assesses opportunities for tall and mid-rise buildings in the borough, illustrated within maps of tall and mid-rise zones of opportunity.

This Urban Design Study is intended as an evidence base to enable the Council to deliver a design led approach to meeting its housing targets through the emerging Local Plan.

The London Borough of Richmond upon Thames has an exceptional historic townscape, extensive high quality open spaces and a long, scenic riverside frontage. More than a third of the borough's land area is open space, and many areas are designated for their high quality including 85 conservation areas, 14 Registered Parks and Gardens and Kew World Heritage Site. Its proximity to central London alongside the green setting of many of its thriving high streets, makes it one of the most sought-after places to live and at the same time puts huge pressure on housing availability.

Nationally there is a focus on design in planning policy, reflected in the National Planning Policy Framework (NPPF), National Design Guide and National Model Design Code. Likewise the London Plan focusses on a design-led approach, with greater consideration of character and design. It is important to plan for good growth in a way that optimises capacity, delivers high quality streetscapes, open spaces, and where development contributes to the quality of life of communities.

### *Character areas*

The borough has been divided into nine 'places' and 36 locally distinctive character areas. Each 'place' and its constituent character areas are presented in [Section 3](#) as

a series of character area profiles.

The character assessment can be used as a standalone evidence base for future planning and policy making, as well as the latter parts of the Urban Design Study.

The character areas within the existing [Village Plan Supplementary Planning Documents](#) (SPDs) provided a key starting point for drafting the character area boundaries for this study. Draft character areas and their key characteristics and qualities were verified and refined during field survey and through reviewing feedback from public consultation.

**Public consultation** has also informed the description and evaluation of the character areas. The information contained within the character profiles includes:

- a description of the key characteristics of the character area;
- an evaluation of character - explanation of the area's valued features and negative qualities;
- an overview of the area's sensitivity to change.

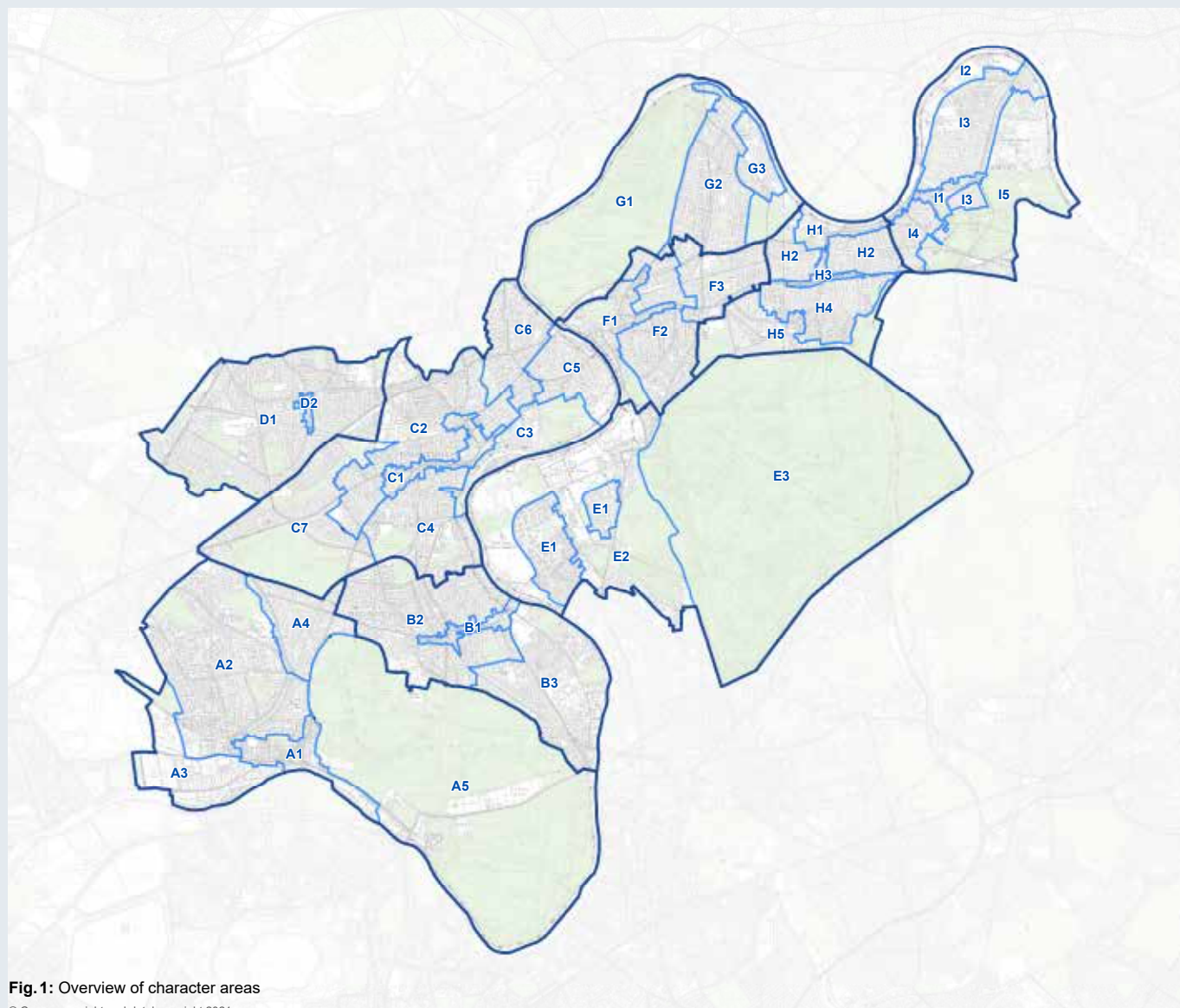
### *Places*

The 'places' give a high-level overview of character. They aim to reflect a 'sense of place' as well as identifying areas recognised as places by local people. The nine places of the London Borough of Richmond upon Thames are:

- A. Hampton & Hampton Hill
- B. Teddington & Hampton Wick
- C. Twickenham, Strawberry Hill & St Margarets
- D. Whitton & Heathfield
- E. Ham, Petersham & Richmond Park
- F. Richmond & Richmond Hill
- G. Kew
- H. Mortlake & East Sheen
- I. Barnes



## Character areas



**Fig. 1: Overview of character areas**

© Crown copyright and database right 2021

A1	Hampton Historic Centre	E2	Ham Common and Riverside
A2	Hampton Residential	E3	Richmond Park
A3	Hampton Waterworks	F1	Richmond Town Centre and Riverside
A4	Hampton Hill Residential	F2	Richmond and Richmond Hill Residential
A5	Hampton Court and Bushy Park	F3	North Sheen Residential
B1	Teddington Town Centre	G1	Kew Gardens and Riverside
B2	Teddington Residential	G2	Kew Residential
B3	Hampton Wick Residential	G3	East Kew Mixed Use
C1	Twickenham Town Centre and Green	H1	Mortlake Riverside
C2	Twickenham Residential	H2	Mortlake and East Sheen Railwayside
C3	Twickenham Riverside	H3	East Sheen Town Centre
C4	Strawberry Hill Residential	H4	East Sheen Residential
C5	East Twickenham Residential	H5	East Sheen Parkside
C6	St Margarets Residential	I1	Barnes Centre
C7	Fulwell and West Twickenham Residential	I2	Barnes Riverside
D1	Whitton and Heathfield Residential	I3	Barnes Residential
D2	Whitton High Street	I4	Barnes Bridge Residential
E1	Ham and Petersham Residential	I5	Barnes Common and Riverside

## Capacity for growth

Capacity for growth is set out in [Section 4](#), providing a high level assessment of the potential for growth in the borough (specifically in relation to tall buildings) using the character study as an evidence base. The capacity for growth assessment considers sensitivity to change and probability of change together.

### Sensitivity to change

The sensitivity assessment is undertaken as part of the characterisation process, considering the value and susceptibility to change of each character area. This process establishes high sensitivity areas unlikely to have capacity for development without adverse effects on townscape character, alongside areas of medium and low sensitivity with the potential for targeted or larger scale growth, where development may provide a positive contribution.

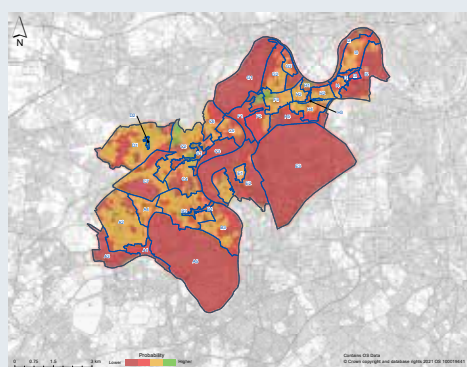
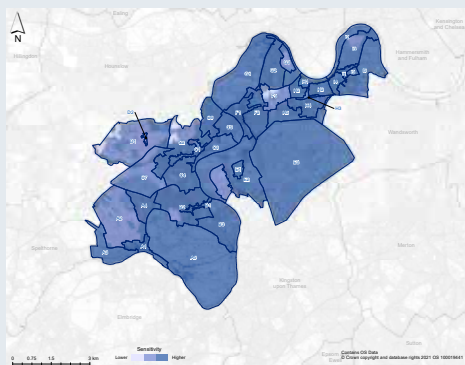
## Probability of change

‘Probability’ of change (also known as ‘likelihood’ of change) is an assessment of how likely it is for different areas to come forward for development. This is a high level analysis using GIS data for the borough as a whole. Factors which give rise to a higher probability of change include areas which are already designated for development and areas with high levels of public transport accessibility (PTAL). Factors which give rise to a lower probability of change include areas which are designated for their existing use and areas of open space.

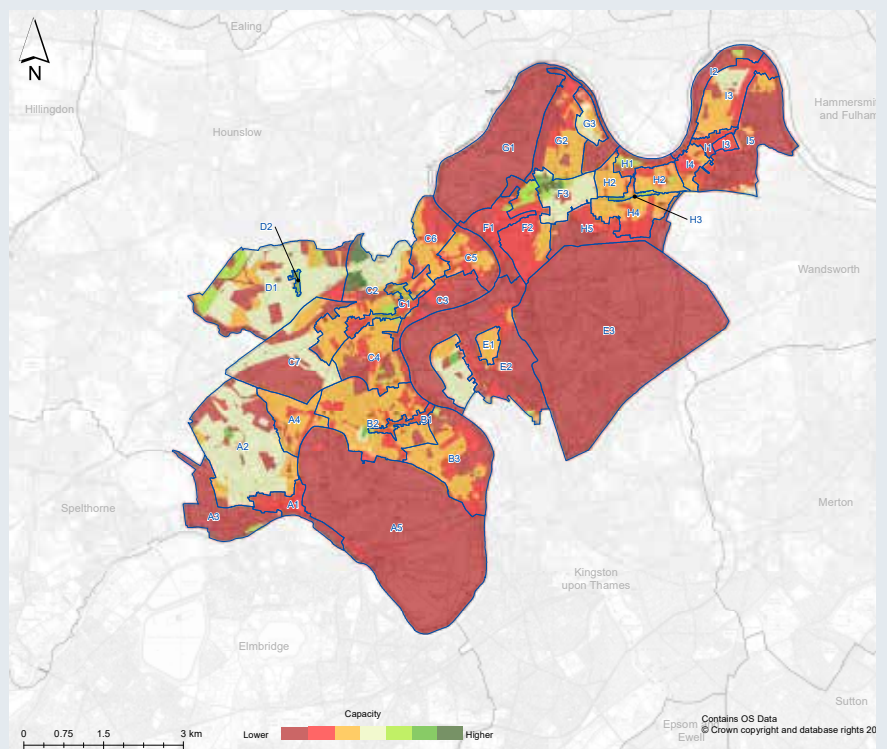
### Development capacity

The sensitivity and probability of change are then overlaid to understand the potential **development capacity** of character areas for growth.

Sensitivity to change map



Probability of change map



Development capacity map

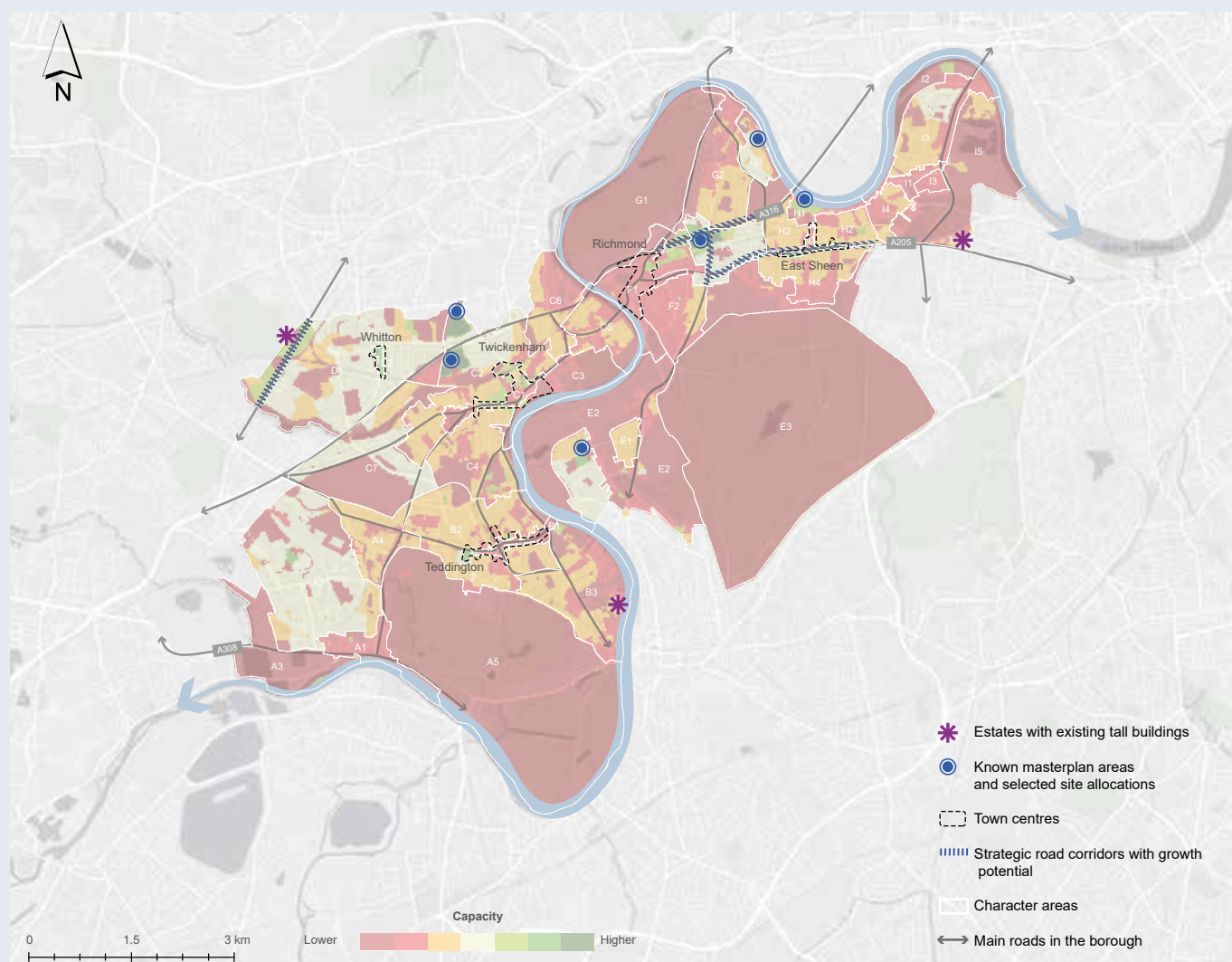
## Overall development strategy map

The **overall development strategy map** illustrates, at a high level, potential areas of opportunity for tall and mid-rise buildings. It brings together the mapped analysis of development capacity alongside existing and consented tall buildings.

Much of the borough is characterised by highly sensitive areas with a consistently low height residential scale.

The strategy map for tall and mid-rise buildings focuses on:

- the five town centres (Teddington, Whitton, Twickenham, Richmond and East Sheen);
- areas with existing tall buildings, including on the riverside at Hampton Wick and in Barnes on the boundary with LB Wandsworth;
- known areas with emerging masterplans or redevelopment opportunities such as North Sheen, the Stag Brewery site and Kew Retail Park;
- site allocations where relevant, including Twickenham Stadium, The Stoop and in Ham;
- areas along strategic routes where there could be potential for increases in height through mid-rise buildings (Hanworth Road), where the existing character is less consistent.



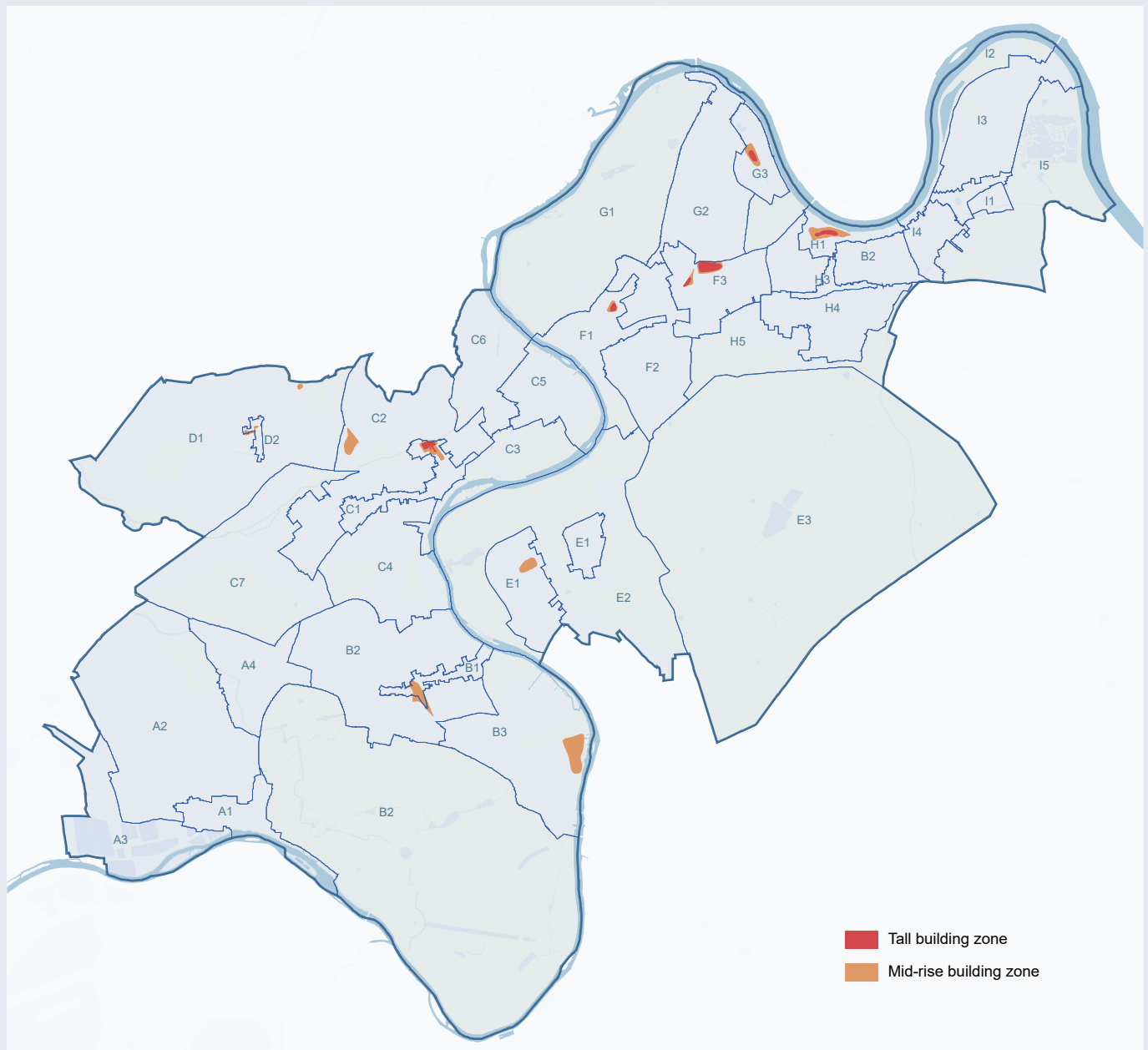


### ***Tall buildings zones***

The potential areas of opportunity highlighted in the strategy map are tested through hypothetical scenarios and assessment of existing and consented tall buildings development.

The testing considers potentially appropriate heights alongside likely development potential, and the potential impacts they may have on townscape, views and heritage.

The outcome of this process are **tall buildings zones maps** and **mid-rise buildings zones maps** indicating where in the borough tall and mid-rise buildings may be appropriate.



**Fig. 3: Tall and mid-rise buildings zones overview map**

© Crown copyright and database right 2021

## Design guidance

Design guidance is set out in [Section 5](#). This includes general design guidance for tall buildings, small sites and for riverside areas. The design guidance also sets out broad design principles for each character area.

### Character strategy

Attached to the design guidance for each character area is a character strategy. This is a high-level summary of the character area overall, in relation to its future development potential. It takes into consideration the key characteristics, valued features and negative qualities set out in the character profiles.

The four character strategies are a ‘sliding scale’ within which decisions on future development and management will vary at a site specific level. They are based only on character and do not consider other aspects such as viability, which will need to be taken into account for any development decisions.

#### Conserve

A strategy of ‘conserve’ does not mean that no development can happen, but that any development must be sensitive in its design, protecting and enhancing the existing character and locally distinctive elements and features.

#### Enhance

Areas have a strong character and sense of local distinctiveness, but there are some negative qualities which if addressed, could make the existing character of the area even better.

#### Improve

Areas may be coherent in character but lack local distinctiveness, or have negative qualities which detract from the area. Any future development should, whilst protecting valued features, look to improve character e.g. through interesting details, materials, new public realm features or tree planting.

#### Transform

For areas where there is little perceptible character, there is an opportunity to create new character whilst addressing negative qualities.



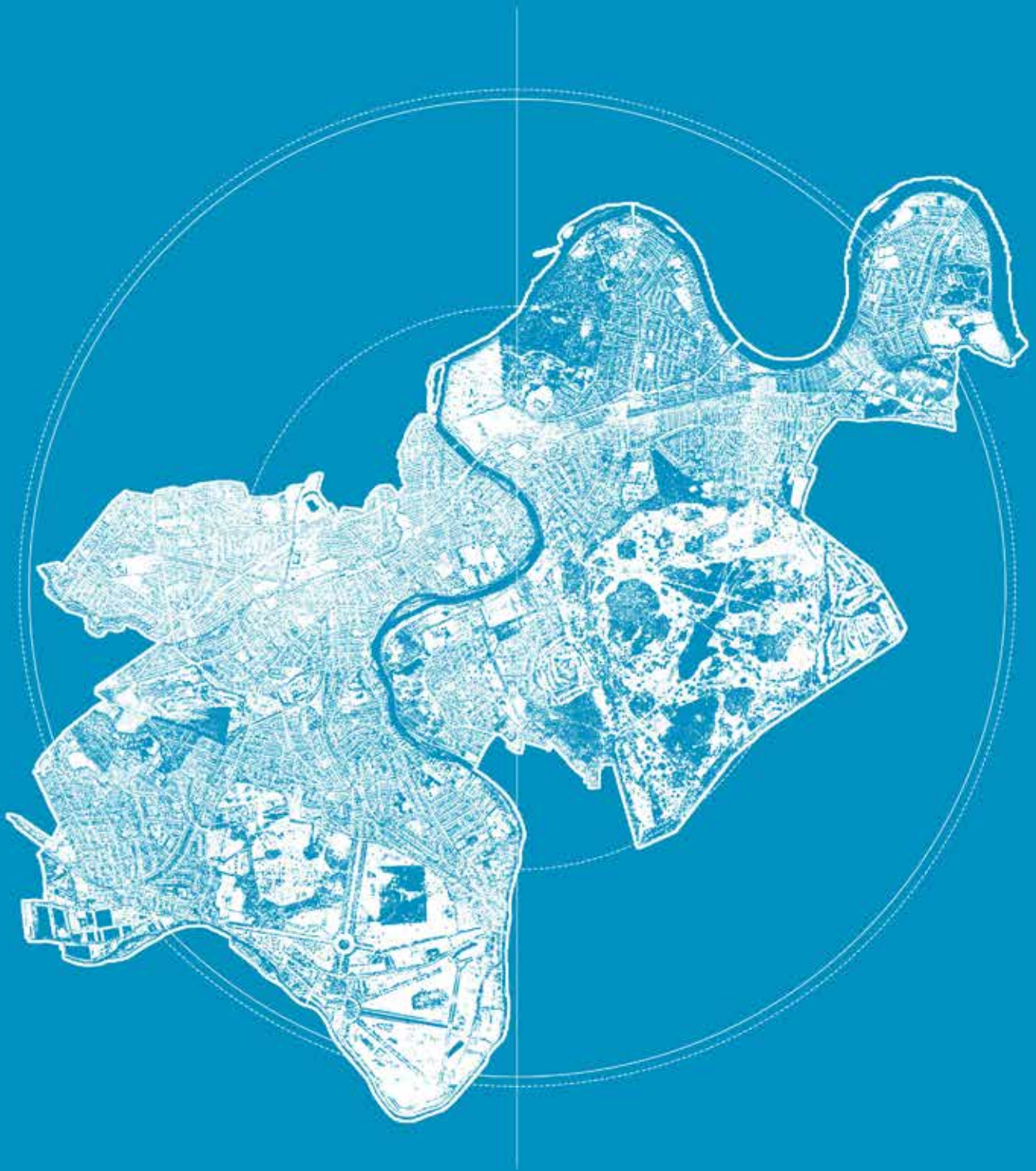
Fig.4: Richmond waterfront





London Borough of Richmond upon Thames

## Urban Design Study





#### Revision history

Rev	Date	Description	Authored by	Checked by	Approved by
0.1	15/03/2021	Draft contents and structure	Harry Lavelle	Kate Anderson	Mark Job
0.2	18/05/2021	Draft sections 2 and 3	Harry Lavelle/Kate Anderson	Kate Anderson	Mark Job
0.3	29/06/2021	Draft report	Harry Lavelle/Kate Anderson	Kate Anderson	Mark Job
0.4	06/12/2021	Draft final issue	Harry Lavelle/Kate Anderson	Kate Anderson	Mark Job

Prepared for:

London Borough of Richmond upon Thames

[www.richmond.gov.uk](http://www.richmond.gov.uk)



Please consider the environment before printing this report



# Contents

## Executive summary 1

### Section 1

## Introduction 15

1.1 Background	16
1.2 Structure of the document	17
1.3 Methodology overview	18

### Section 2

## Borough overview 21

2.1 Introduction	22
2.2 Policy summary	24
2.3 Borough-wide baseline	26
2.4 Richmond's riverside	54

### Section 3

## Character areas 61

3.1 Introduction	62
3.2 Structure of chapter	62
A Hampton & Hampton Hill	64
A1 Hampton Historic Centre	66
A2 Hampton Residential	70
A3 Hampton Waterworks	74
A4 Hampton Hill Residential	78
A5 Hampton Court and Bushy Park	82
B Teddington & Hampton Wick	86
B1 Teddington Town Centre	88
B2 Teddington Residential	92
B3 Hampton Wick Residential	96
C Twickenham, Strawberry Hill & St Margarets	100
C1 Twickenham Town Centre and Green	102
C2 Twickenham Residential	106
C3 Twickenham Riverside	110
C4 Strawberry Hill Residential	114
C5 East Twickenham Residential	118
C6 St Margarets Residential	122
C7 Fulwell and West Twickenham Residential	126
D Whitton & Heathfield	130
D1 Whitton and Heathfield Residential	132
D2 Whitton High Street	136
E Ham, Petersham & Richmond Park	140
E1 Ham and Petersham Residential	142

E2 Ham Common and Riverside	146
E3 Richmond Park	150
F Richmond & Richmond Hill	154
F1 Richmond Town Centre and Riverside	156
F2 Richmond and Richmond Hill Residential	160
F3 North Sheen Residential	164
G Kew	168
G1 Kew Gardens and Riverside	170
G2 Kew Residential	174
G3 East Kew Mixed Use	178
H Mortlake & East Sheen	182
H1 Mortlake Riverside	184
H2 Mortlake and East Sheen Railwayside	188
H3 East Sheen Town Centre	192
H4 East Sheen Residential	196
H5 East Sheen Parkside	200
I Barnes	204
I1 Barnes Centre	206
I2 Barnes Riverside	210
I3 Barnes Residential	214
I4 Barnes Bridge Residential	218
I5 Barnes Common and Riverside	222

### Section 4

## Capacity for growth 227

4.1 Sensitivity	230
4.2 Probability of change	232
4.3 Development capacity	234
4.4 Existing building heights	236
4.5 Overall development strategy map	238
4.6 Tall and mid-rise buildings	240

### Section 5

## Design guidance 261

5.1 Introduction	262
5.2 Tall building design guidance	263
5.3 Small sites design guidance	271
5.4 Richmond's riverside - design guidance	273
5.5 Character area design guidance	276

---

## Appendix A

<b>Tall buildings</b>	<b>315</b>
A.1 Introduction	316
A.2 Twickenham, Strawberry Hill & St Margarets	320
A.3 Richmond and Richmond Hill	324
A.4 Kew	334
A.5 Mortlake & East Sheen	340

## Appendix B

<b>Methodology</b>	<b>343</b>
B.1 Guidance	344
B.2 Review	344
B.3 Characterisation methodology	351
B.4 Method for assessing sensitivity	356
B.5 Capacity for growth	358
B.6 Tall buildings zones	359
5.6 Character area design guidance	360

## Appendix C

<b>Policy and design review</b>	<b>363</b>
C.1 National policy	364
C.2 London-wide policy	365
C.3 Assessment of design quality	372

## Appendix D

<b>Building typology</b>	<b>385</b>
D.1 Introduction	386

## Appendix E

<b>Site survey pro-formas</b>	<b>395</b>
-------------------------------	------------

## Appendix F

<b>Public consultation</b>	<b>401</b>
F.1 Introduction	402
F.2 Analysis of responses	404
F.3 Consultation data mapped	430
F.4 Changes to character areas	432









## Section 1

---

# Introduction

## Section 1

### Introduction

---

#### 1.1 Background

This Urban Design Study has been commissioned by the London Borough of Richmond upon Thames to provide a townscape character assessment, alongside other necessary evidence, to enable the Council to deliver a design led approach to meeting its housing targets through the emerging Local Plan.

The London Borough of Richmond upon Thames covers an area of 5,095 hectares in south west London, and is the only London borough spanning both sides of the River Thames, with a river frontage of 21½ miles. Home to around 199,000 people in a number of distinct neighbourhoods, more than a third of the borough's land area is open space, much of which is in the form of large parks and gardens, rivers and their green corridors. The borough's exceptional historic townscape is central to its character, including its 85 conservation areas, 1,115 listed buildings, four Scheduled Monuments and 14 Historic Parks and Gardens as well as the Royal Botanic Gardens, Kew World Heritage Site.

The five town centres (Richmond, Twickenham, Teddington, Whitton and East Sheen) and seven local centres give focal points and identity to the communities that make up the borough. In addition, there are a further eight neighbourhood centres and 15 parades of local importance spread across the borough, which provide particularly important services to local communities. The quality of much of the townscape and local environment together with the proximity to central London, abundance of green space, range of popular schools and a number of thriving high streets has shaped the borough into one of the most sought-after places to live and work in London, placing huge pressure on housing availability.

Like much of London, the London Borough of Richmond faces a considerable challenge to accommodate different types and volumes of homes whilst maintaining its unique environment. The Council wishes to carefully plan for new growth and development to ensure the infrastructure is there to

support existing and new communities, in line with the borough's ambition to become a greener, safer and fairer borough. The Council wants to ensure that new development positively responds to local distinctiveness, is appropriate, and well-planned.

The borough needs to set a positive framework for development in consideration of housing pressures. This is only achievable through ensuring the Local Plan policies and site allocations remain up to date, fit for purpose and are supported by the best possible evidence in order to be effective and robust.

Over the last decade there has been a fundamental shift in policy regarding density, design and character. Nationally, the central role of design and quality in the planning system is emphasised in the [National Planning Policy Framework](#) (NPPF) 2021, [National Design Guide](#) and [National Model Design Code](#) providing the framework for creating beautiful and distinctive places. Regionally, the [London Plan](#) focuses on a design-led approach, with greater consideration of character, design, accessibility and existing as well as proposed infrastructure.

The London Plan sets a target for Richmond upon Thames of 4,110 additional homes to be provided over the ten year period (2019/20 to 2028/29), with a requirement setting out that 2,340 of these units (234 per year) should be delivered from small sites to maximise regeneration of empty or poorly developed plots and protect other valued areas such as open spaces and particularly Metropolitan Open Land.

Within this context, many areas of Richmond borough are undergoing change, and it is important to plan for good growth in a way that optimises capacity, delivers high quality streetscapes, open spaces and where development contributes to the quality of life of communities.



## Purpose of this document

This Urban Design Study brings together a deep understanding of the values, character and sensitivity of different parts of the borough with the reality of potential development pressures.

It provides a robust evidence base to inform future planning and assess the potential for delivering more housing on large and small sites. In this way, the study will help make the best use of the land available and provide creative solutions for how new schemes can enhance their surroundings and protect existing cherished features, resulting in sustainable development with the community at its heart.

This study is intended to be an overview, rather than detailed analysis, and in so doing, will form a framework for further work and future area and site-specific design guides, briefs or design codes.

The study is an evidence base to inform planning policy including the Local Plan, complemented by other Local Plan evidence base documents. It is also intended for use by Council Officers as a material consideration in determining planning applications, although such decisions will always be assessed on a case by case basis and in the round, taking into account all relevant policies and other material considerations.

The study is likely to be of interest for developers wishing to understand the distinctive characteristics of certain areas within the borough, and the type and scale of development the Council is likely to consider appropriate.

The study may also be of interest for residents and communities to gain an insight into areas identified for growth and areas for which the Council will be creating more guidance.

## 1.2 Structure of the document

This document describes and analyses the existing character of the London Borough of Richmond upon Thames to help inform decisions on good growth. The document is structured as follows:

**Section 1:** introduces the report and provides an overview of the methodology (which is provided in detail in [Appendix B](#)).

**Section 2:** provides an overview of the borough-wide context with reference to physical, cultural, perceptual and social qualities. It also includes an overview of the national, regional and local policy drivers, which are described in more depth in [Appendix C](#).

**Section 3:** describes each of the 36 character areas located within the nine "Places" of Richmond borough. Building types identified across the borough are summarised and illustrated in [Appendix D](#). Site survey pro-formas are included in [Appendix E](#).

**Public consultation** undertaken as part of the study is summarised in [Appendix F](#), and has informed the character area descriptions, valued qualities and negative features.

**Section 4:** draws out the analysis of the characterisation work to understand the capacity for growth in different parts of the borough. This concludes with development capacity maps for tall buildings and small sites, and an overall development strategy map to inform future development in the borough. The analysis in Section 4 is informed by scenarios developed for tall buildings ([Appendix A](#)).

**Section 5:** provides design guidance for the borough as a whole, specific guidance for tall buildings and small site developments and then each character area in turn.

Where text is [highlighted as shown](#) this provides a link to the relevant section of the report or an external information source.

### 1.3 Methodology overview

The method for this study comprises stages A-F as shown in [Fig. 5](#). A detailed methodology is provided in [Appendix B](#).

#### Review

The first stage of the methodology establishes a comprehensive understanding of the context and policy background, in national planning policy and design guidance, and in the borough's current policies and evidence base studies.

#### Method

The second stage develops and refines the methodology for the study. The characterisation process is informed by industry guidance set out by the Landscape Institute, Natural England and the Greater London Authority (GLA).

#### Characterisation

The characterisation stage divides the borough into locally distinctive character areas, each of which are then described and evaluated.

Using information from **desk study** and a **borough-wide** analysis (including GIS data, building typology, urban form, street pattern, transport infrastructure, designations and open spaces), **draft character areas** are defined. The character areas within the existing [Village Plan Supplementary Planning Documents](#) (SPDs) provided a key starting point for drafting the character area boundaries for this study.

Draft character areas and their key characteristics and qualities are then verified and **refined** during **field survey** and through reviewing feedback from **public consultation**.

Public consultation also informs the description and evaluation of the character areas. The **description of character** is provided within a set of objective key characteristics for each character area.

The **evaluation** provides analysis of each area, drawing out **valued features** and **negative qualities** for enhancement.

**Existing building types** are defined and a summary of the key building types for each area is provided in the character area profile.

#### Capacity for growth

The capacity for growth is determined by assessing the **sensitivity** of the character areas, considering their value and susceptibility to change. This process establishes high sensitivity areas unlikely to have capacity for development without adverse effects on townscape character, alongside areas of medium and low sensitivity with the potential for targeted or larger scale growth, where development may provide a positive contribution.

Simultaneously, the '**probability**' of change is assessed. This is an assessment of how likely it is for different areas to come forward for development, analysing the borough in terms of aspects such as public transport accessibility, land availability and planning policies. This is a high level analysis using GIS data for the borough as a whole.

The sensitivity and probability of change are then overlaid to understand the potential **development capacity** of individual character areas for growth. This is a mapped analysis, which is then assessed alongside existing and consented tall buildings to establish areas which may be able to accommodate tall and mid-rise buildings.

This analysis is brought together as an **overall development strategy map**, illustrating at a high level, potential areas of opportunity for tall and mid-rise buildings.

The potential areas of opportunity are tested through hypothetical scenarios and assessment of existing and consented tall buildings development. **The testing considers potentially appropriate heights** alongside likely development potential, and the potential impacts they may have on townscape, views and heritage.

#### Tall buildings zones

The outcome of this process are **tall buildings zones maps** and **mid-rise buildings zones maps** indicating where in the borough tall and mid-rise buildings may be appropriate.

#### Design

This is followed by **design principles** to establish specific parameters for a design-led approach to development in the borough in relation to **tall buildings**, **small sites** and for each individual **character area**.



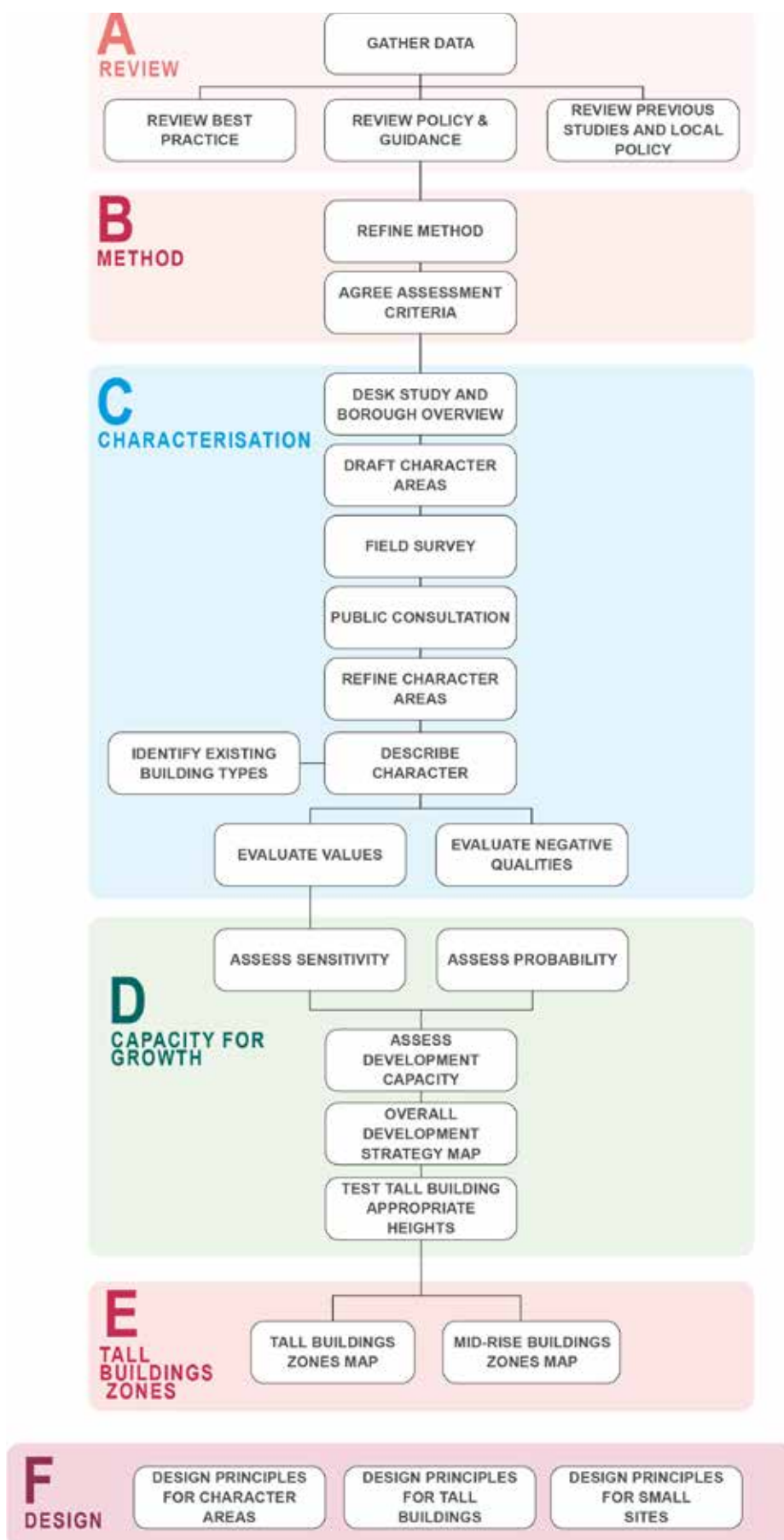


Fig. 5: Methodology overview







## Section 2

---

## **Borough overview**

## Section 2

### Borough overview

#### 2.1 Introduction

This section provides an overview of the borough, beginning with the policy context, and then describing its physical, cultural, perceptual and social qualities.

At over 22 square miles, the London Borough of Richmond upon Thames sits amongst the large outer London boroughs such as Bromley, Hillingdon and Havering. It is located in south west London, bordering the London Borough of Wandsworth, Royal Borough of Kingston upon Thames, London Borough of Hammersmith & Fulham (on the opposite river bank), London Borough of Hounslow and the Surrey borough councils of Spelthorne and Elmbridge.

The London Borough of Richmond upon Thames uniquely covers both banks of the River Thames for much of the borough.

Despite its size, the borough has one of the lowest populations in London, reflecting the generally low

density and height of urban areas interspersed with around half the land area designated as protected open spaces. This includes the 856ha Richmond Park, the 445ha Bushy Park and the 280ha walled ancient parkland and gardens of Hampton Court Palace.

There are five town centres spread across the borough, supported by numerous local centres and local parades. Richmond is the only Major Centre (in the London Plan's town centre network) within the borough. The other four town centres of Twickenham, East Sheen, Teddington and Whitton are designated as district centres within the London Plan. There are seven other local centres across the borough, the largest of which is Barnes.

Approximately half of the borough is within one of the 85 conservation areas. It is also home to the Kew Gardens World Heritage Site.

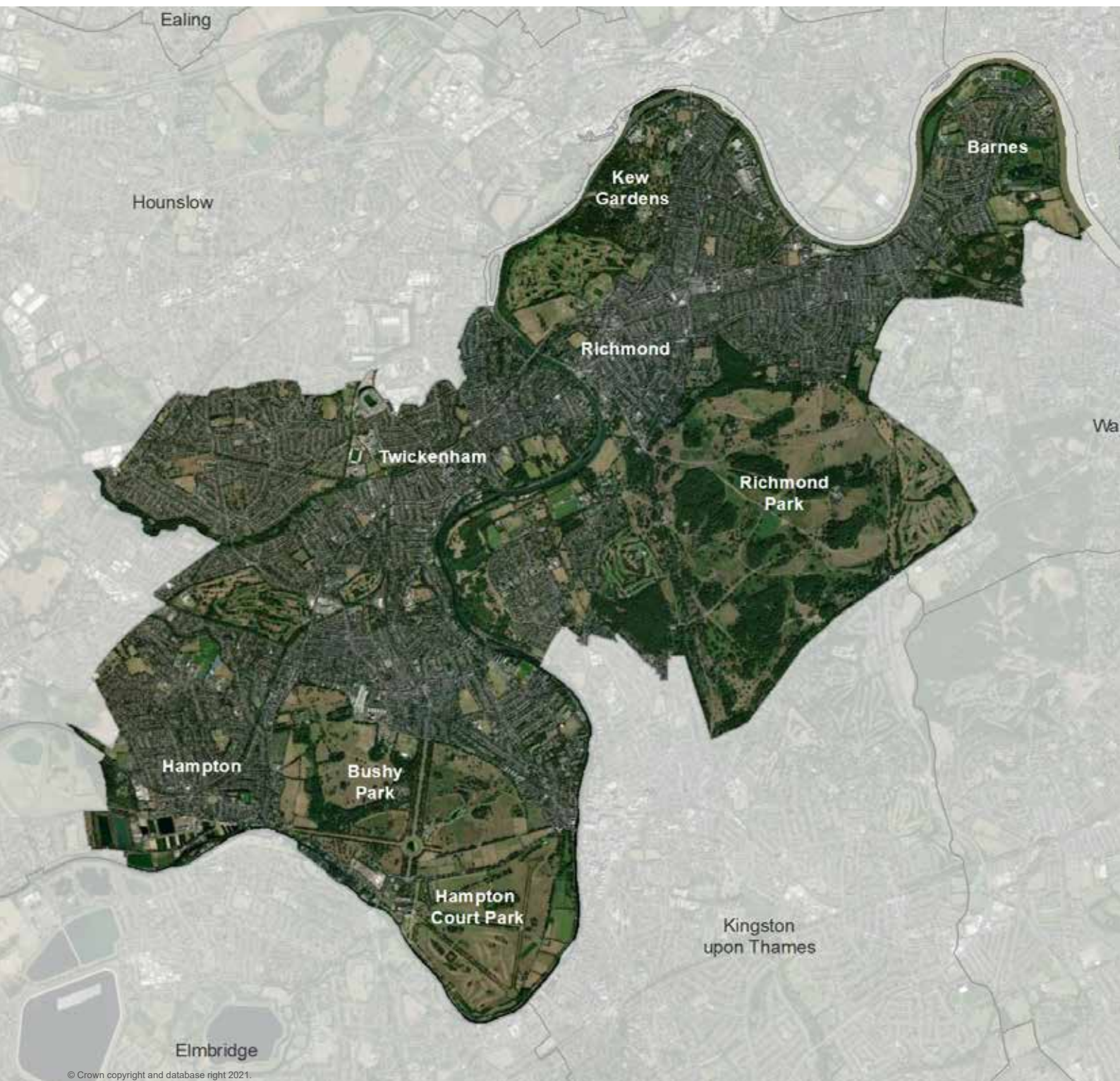


**Fig. 6:** The 400 year old 846ha Richmond Park includes a diversity of grassland, wetland and woodland habitats and is an important resource for the local community



**Fig. 7:** Grade I listed Palm House in Kew Gardens World Heritage Site





Ealing

Hounslow

Kew  
Gardens

Barnes

Richmond

Twickenham

Richmond  
Park

Hampton

Bushy  
Park

Hampton  
Court Park

Kingston  
upon Thames

Elmbridge

© Crown copyright and database right 2021.

## 2.2 Policy summary

This section outlines the reviews undertaken of relevant national, London and borough-wide policy. Further details are provided in [Appendix C](#).

### 2.2.1 National policy

Chapter 12 of the [National Planning Policy Framework \(NPPF\)](#) (2021) covers design, reflecting that high quality buildings and places are key to what planning should seek to achieve. It states that plans should:

*‘...set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area’s defining characteristics’* (Paragraph 127).

Particularly relevant to this study, the NPPF states that planning policies should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting – but also not preventing or discouraging appropriate innovation and change (including increasing densities). Development should establish or maintain a strong sense of place, and optimise the potential of sites.

The NPPF also includes a number of policies around making effective use of land in meeting the need for homes and other uses – including building at appropriate densities and avoiding low density development where there is an existing/anticipated shortfall in land. The strategic direction established in the NPPF is supported by further details in [Planning Practice Guidance](#), the [National Design Guide](#) and the [National Model Design Code](#).

The study has also been informed by Historic England [Advice Note 4: Tall Buildings](#) which guides sustainable and successful tall building design and planning within historic environments. This document is due to be updated in 2021.

### 2.2.2 London-wide policy

The [London Plan](#) 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor’s vision for Good Growth.

Chapter 3 of the London Plan includes policies on design, character and capacity for growth. A summary

of the policies and supporting text is provided in [Table 13](#) in [Appendix C](#).

There are a number of other relevant London-wide policies including (and covered in full in [Appendix C](#)):

- Draft Good Quality Homes for all Londoners;
- Housing SPG;
- Shaping Neighbourhoods: Character and Context SPG;
- London View Management Framework SPG; and
- Industrial Intensification and Co-location Through Plan-led and Masterplan Approaches Practice Note.

### 2.2.3 Borough-wide policy

The London Borough of Richmond upon Thames current adopted local development plan consists of the following documents:

- Local Plan (adopted by Council July 2018 and re-adopted in March 2020 following High Court review);
- Supplementary Planning Documents;
- Twickenham Area Action Plan (adopted July 2013); and
- London Plan (2021).

A new Local Plan is in the early stages of preparation, with the Direction of Travel consultation now complete. The new Local Plan will replace the current Local Plan (2018) and Twickenham Area Action Plan (2013).

A summary of the relevant policies included in the current local development plan is included in the comparison of approaches in [Appendix C](#).

### 2.2.4 Other London boroughs

The study has also reviewed policy approaches in other London boroughs. These boroughs (Hammersmith & Fulham, Sutton, Wandsworth and the City of Westminster) have all adopted policies in the last three years and share similarities (in terms of geography, development pressure etc.) with the London Borough of Richmond upon Thames.

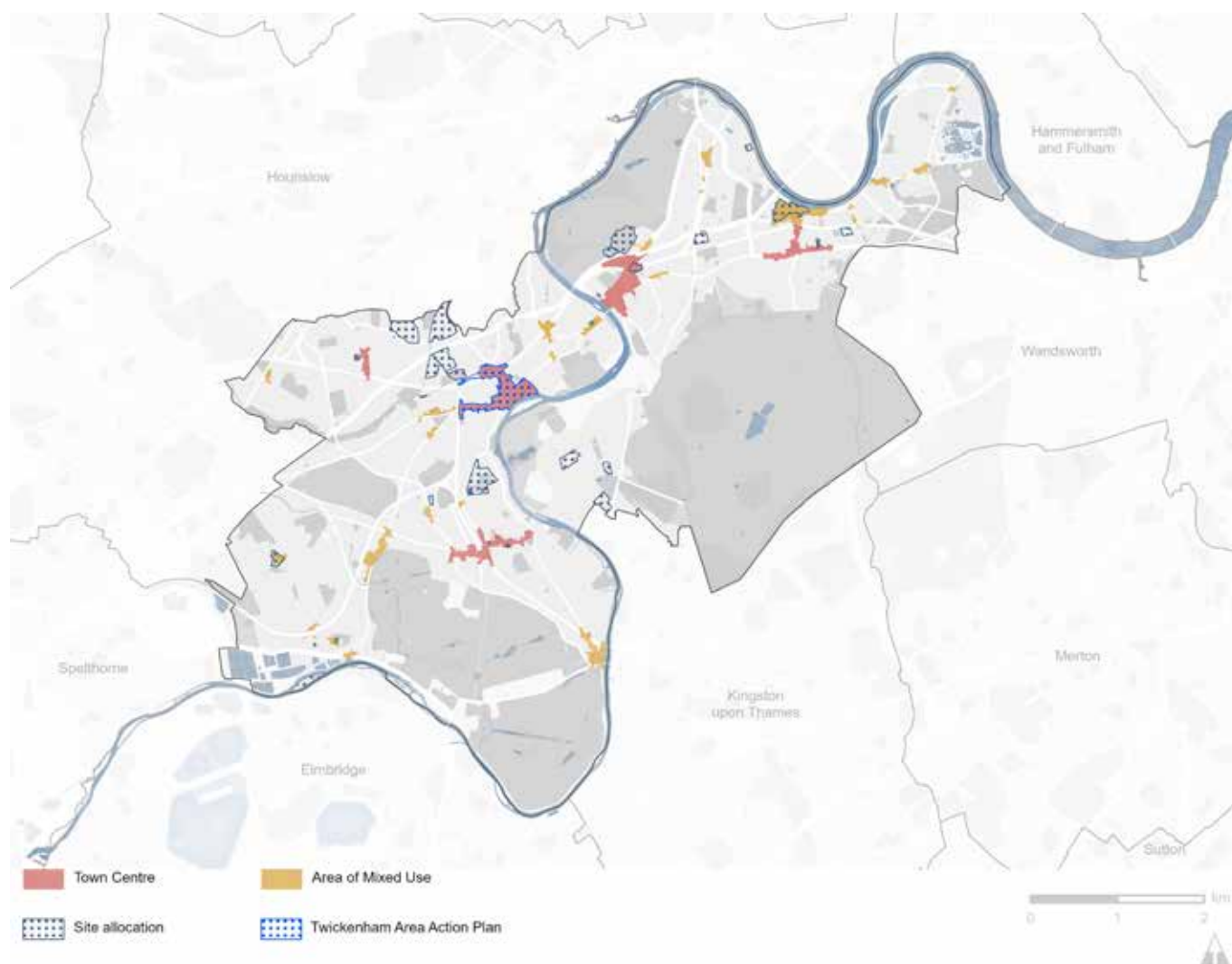
The review has considered policies relating to:

- approach to urban design and character;
- mapping of character areas;
- definition of a 'tall building';
- approach to tall buildings; and
- approach to urban design on small sites.

The full review is provided in [Table 17](#) in [Appendix C](#).



## Areas of planned and potential change



**Fig. 8:** Areas of planned and potential change plan

© Crown copyright and database right 2021.

There are no GLA Opportunity Areas within the borough. However, there are a number of sites allocated for development in the Local Plan.

Areas of change are most likely to be within town centres: there is an emphasis in national, regional and local policy to support development (including increased housing) within and near town centres. Richmond is the largest town centre, designated as a major centre in the London Plan. Twickenham Town Centre also falls within an Area Action Plan. There may be opportunities for change to a lesser extent and smaller in scale, within the other areas of mixed use, particularly local centres.

The Crossrail 2 potential future scheme would provide enhanced connectivity to stations at Hampton Court, Hampton Wick, Teddington, Fulwell and Hampton.

Increased transport accessibility would be expected to increase development opportunities and typologies around these centres, although there remains a high level of uncertainty around the scheme at present.



## 2.3 Borough-wide baseline

This section provides an overview of the physical, cultural and perceptual qualities of the borough. It helps to set the scene for the more detailed analysis at a character area level in the following sections.

### 2.3.1 Physical qualities

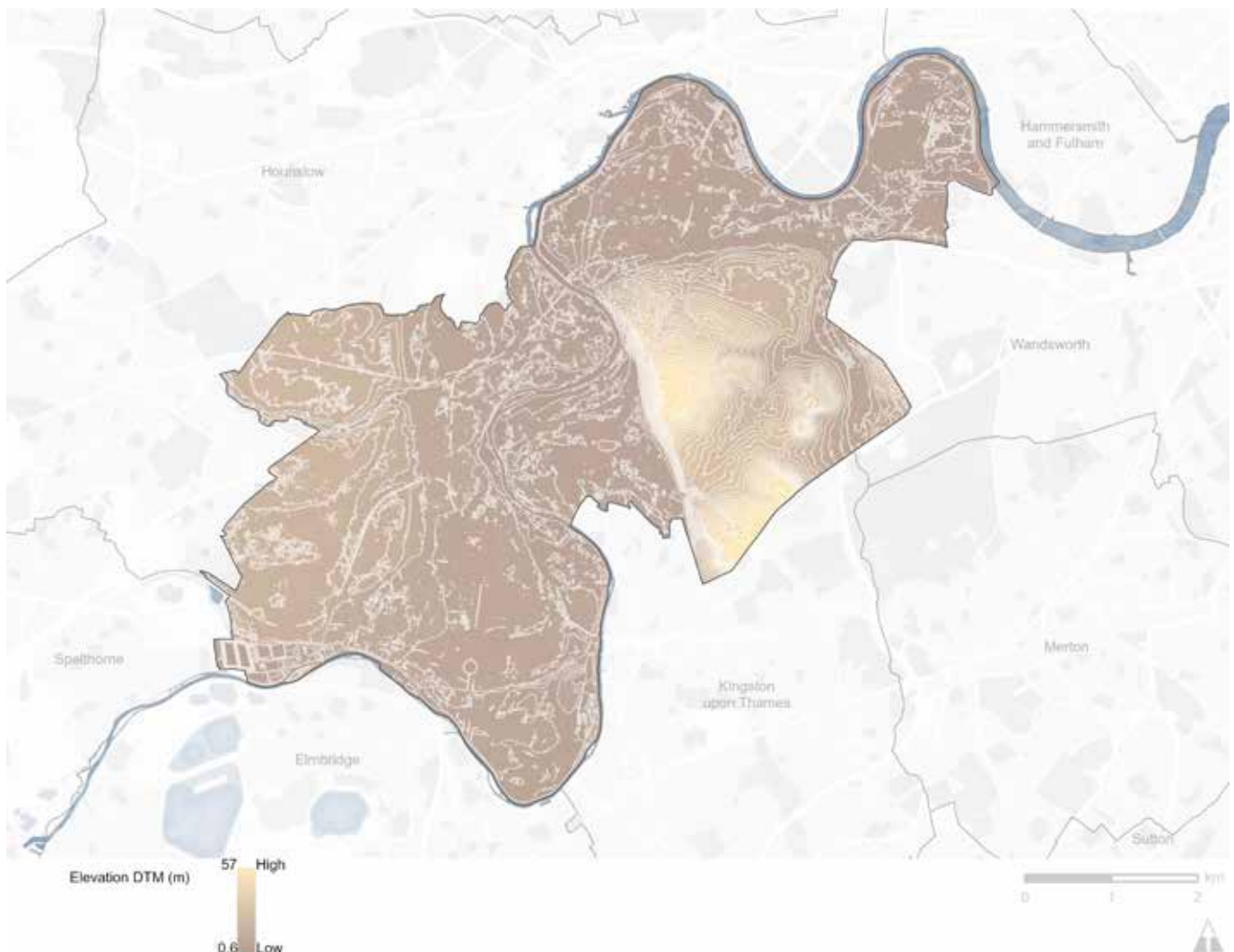
#### *Topography*

Topography is influenced by the borough's situation spanning the Thames river valley. For the most part, the landscape slopes gently upwards away from the Thames with extensive, low-lying areas of floodplain encompassing much of areas such as Barnes, Kew, and Ham and Petersham. Topography steepens more further from the Thames towards Hampton and Whitton and Heathfield.

Richmond Hill and Richmond Park are the highest areas within the borough. This area, which stretches from Richmond to the neighbouring borough of

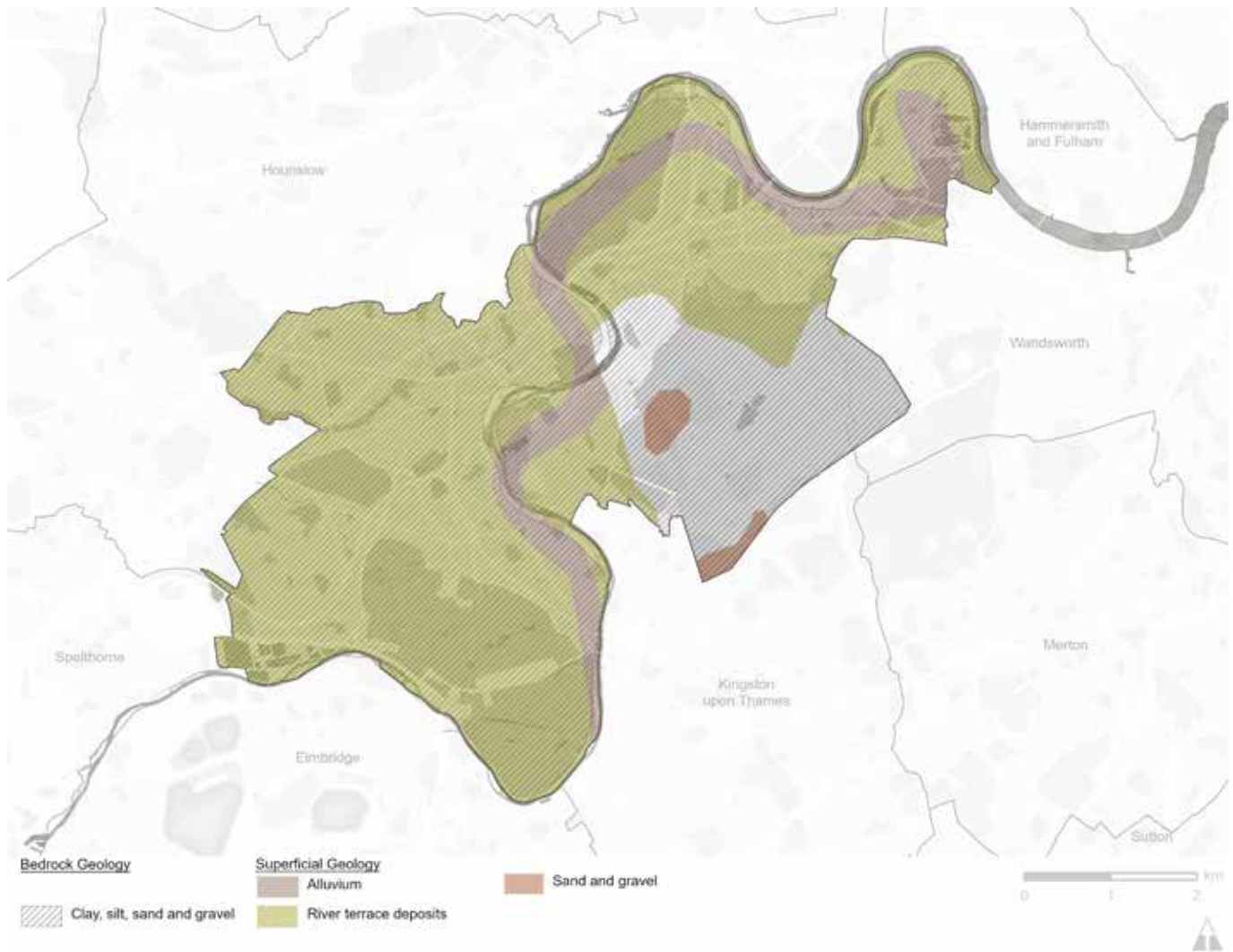
Kingston upon Thames, exhibits a particularly steep-sided western slope. This facilitates expansive views from points such as the Terrace Field/Richmond Hill towards the west. This area of higher land is also punctuated by more localised mounds such as Broomfield Hill and Dark Hill in Richmond Park, which enable protected views across London towards St Paul's Cathedral.

The relative consistency of the borough's topography is also intersected by the two smaller river valleys of the River Crane and Longford River.



**Fig. 9: Topography plan**

© Crown copyright and database right 2021.



**Fig. 10: Geology plan**

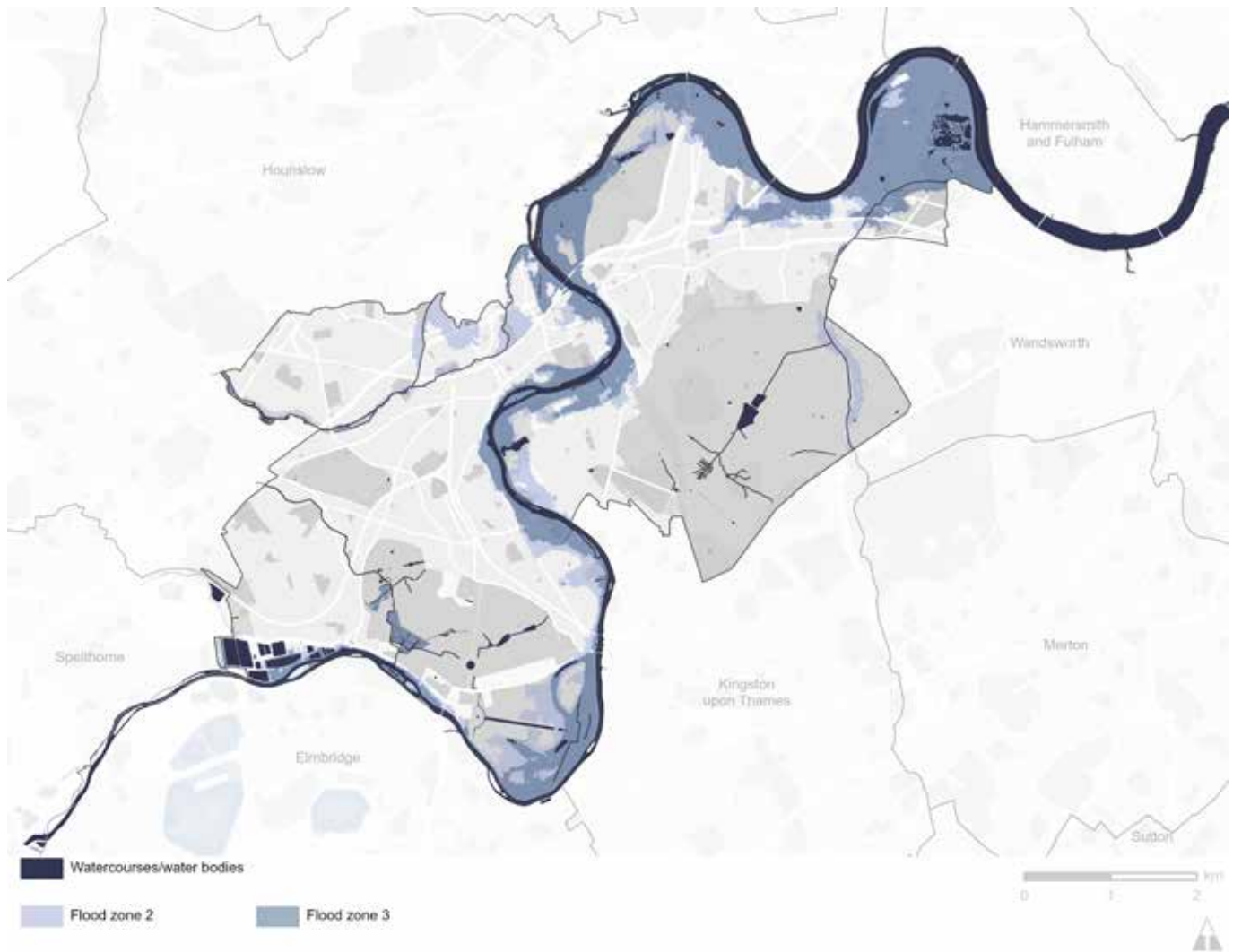
© Crown copyright and database right 2021

The borough is geologically situated within the London Basin, a chalky layer formed in the Cretaceous period that has since filled with other rock types. The most prominent of these is the London Clay Group/Thames Group (clay, silt, sand, and gravel).

The superficial geology of the borough falls into several categories that correspond to the topography of the area, being differentiated by altitude despite their largely similar material compositions. Most prominent of these are the Kempton Park Gravel Member (sand and gravel), which spans most of the immediate Thames river terraces, and the Taplow Gravel Member (sand and gravel) to the west of the borough. Both are intersected by stretches of alluvium deposits that mark the Thames and Crane accordingly. The Kempton Park

Gravel Member is punctuated by areas of Langley Silt Member (clay and silt) deposits, notably around Twickenham.

The borough's most varied area of superficial geology is centred around Richmond Park where a mix of Black Gravel Park Member (sand and gravel) and Head (clay, silt, sand and gravel) deposits are the dominant features, interspersed by pockets of Boyn Hill Gravel Member (sand and gravel). This variety of superficial deposits is consistent with the distinctive topography of Richmond Park, which enables some of the most far-reaching views across London and has led to the southwest corner of the park being put forward as a Locally Important Geological Site.



**Fig. 11: Hydrology plan**

© Crown copyright and database right 2021

Rivers are a defining feature of the borough's natural and social history, with the River Thames forming a spine through its centre and many of the larger settlements and landmarks situated on the riverfront. The London Borough of Richmond upon Thames is the only London borough spanning both sides of the Thames, with a river frontage of 21½ miles. Tributaries such as the River Crane and Longford River contribute to areas of local significance such as Crane Park.

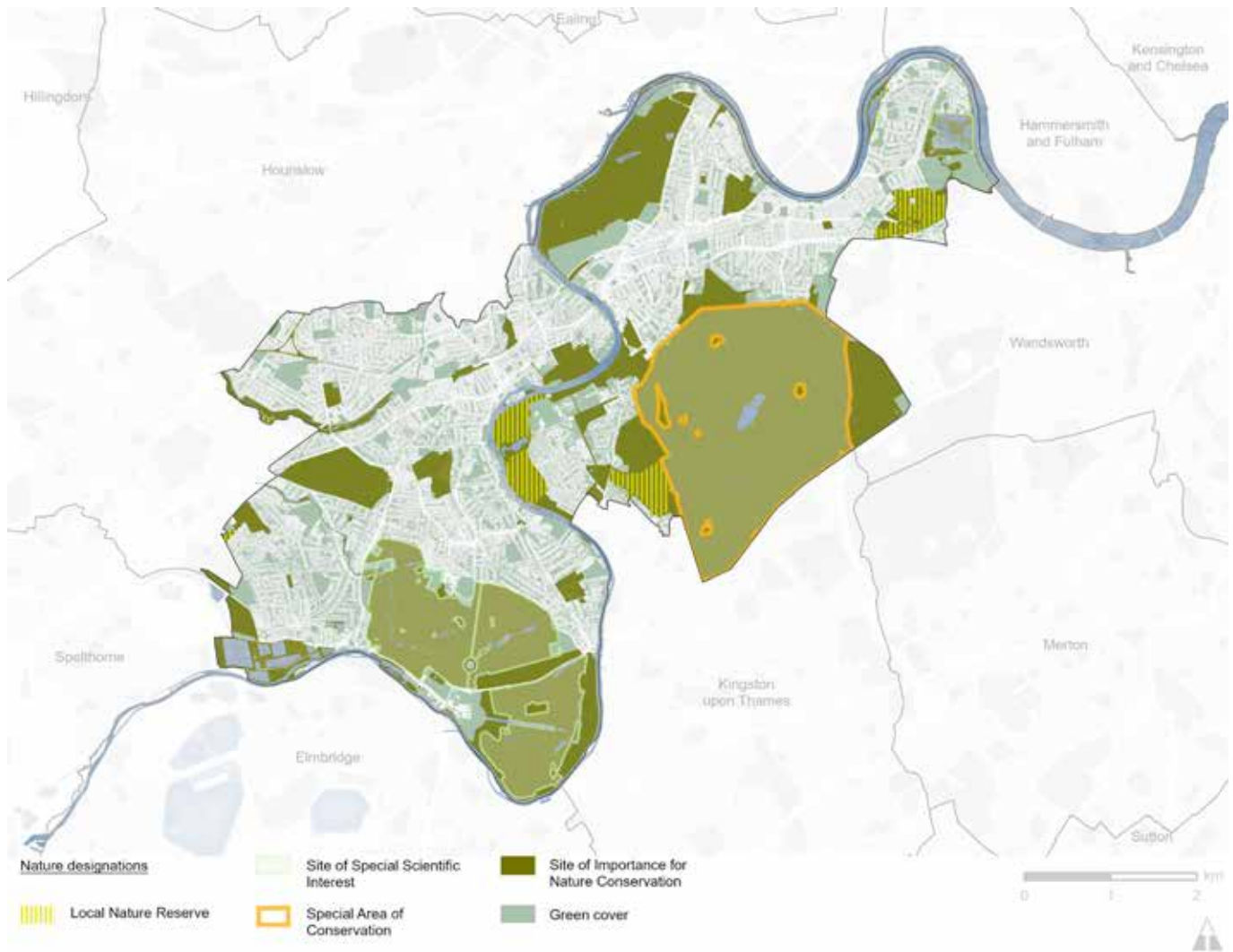
Much of the land along the River Thames' reach through Richmond falls within flood zone 3, especially in the tideway to the east of Teddington Lock. Low-lying areas such as Barnes, in the north of the borough, are most at risk of flooding, due to the widening of the channel and being situated within its meander.

The River Crane is a tributary of the River Thames

that flows from its source in Hillingdon, through Richmond, to join the Thames just south of Isleworth Ait. The channel is highly modified but much of its natural riparian zone and adjacent flood meadows have been retained to provide a series of green infrastructure assets, such as Crane Park, and Moormead and Bandy Recreation Ground. The associated flood zone of the River Crane is relatively well-contained, except for the sections that pass-through St Margaret's and the north of Twickenham.

The Longford River is a smaller tributary of the Thames that flows southeast, through Hampton, to join the Thames by Hampton Court Park. This channel has also been highly modified, with a culverted section where it enters Richmond and historic diversions to supply the water gardens of Bushy Park.





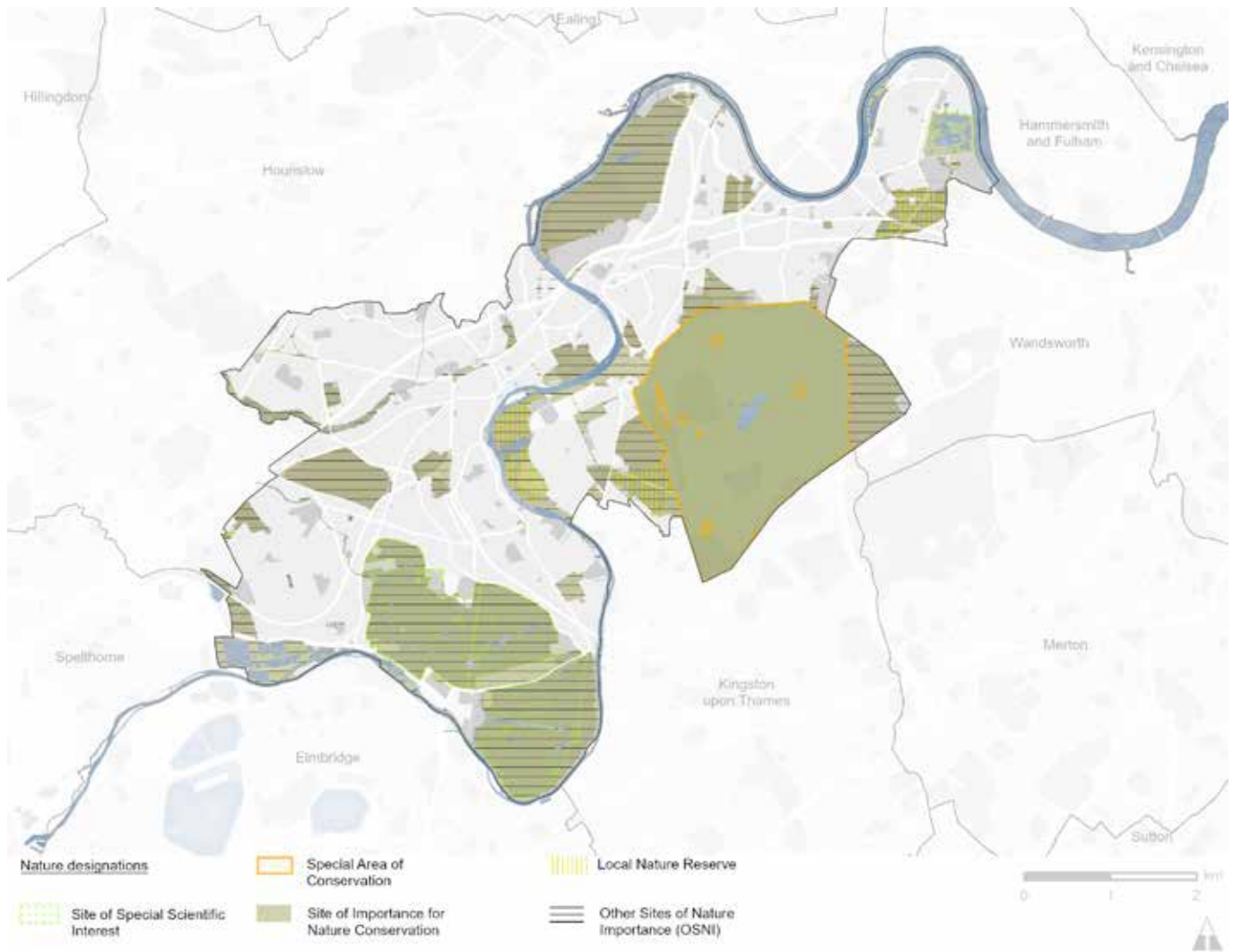
**Fig. 12: Green infrastructure plan**

© Crown copyright and database right 2021

The London Borough of Richmond upon Thames is the greenest borough in London, with over 57% of the borough protected as open space (over 2,000 ha). The borough prides itself and is characterised by its abundance of parks and high-quality open space. The Green City Index (2020) of London's boroughs scored the borough at ten out of ten for whether residents were "happy with green space."

The borough's green spaces are highly varied in size and function. Countless smaller parks and commons such as Ham Common, the Greens of Kew, Twickenham, Barnes and Richmond, and Heathfield Recreation Ground provide value for local communities whilst larger areas such as Richmond Park, Bushy Park and Hampton Court are defining features of the borough that attract visitors from further afield.

The River Thames not only offers visual amenity and space for recreation, it also serves to link many individual parks and open spaces across the borough via networks such as the Thames Path and Capital Ring walk. Significant numbers of street trees and garden trees contribute a sense of continuity between the core open spaces across much of the borough, enhancing local character and distinctiveness.



**Fig. 13:** Distribution of ecological designations within the borough.

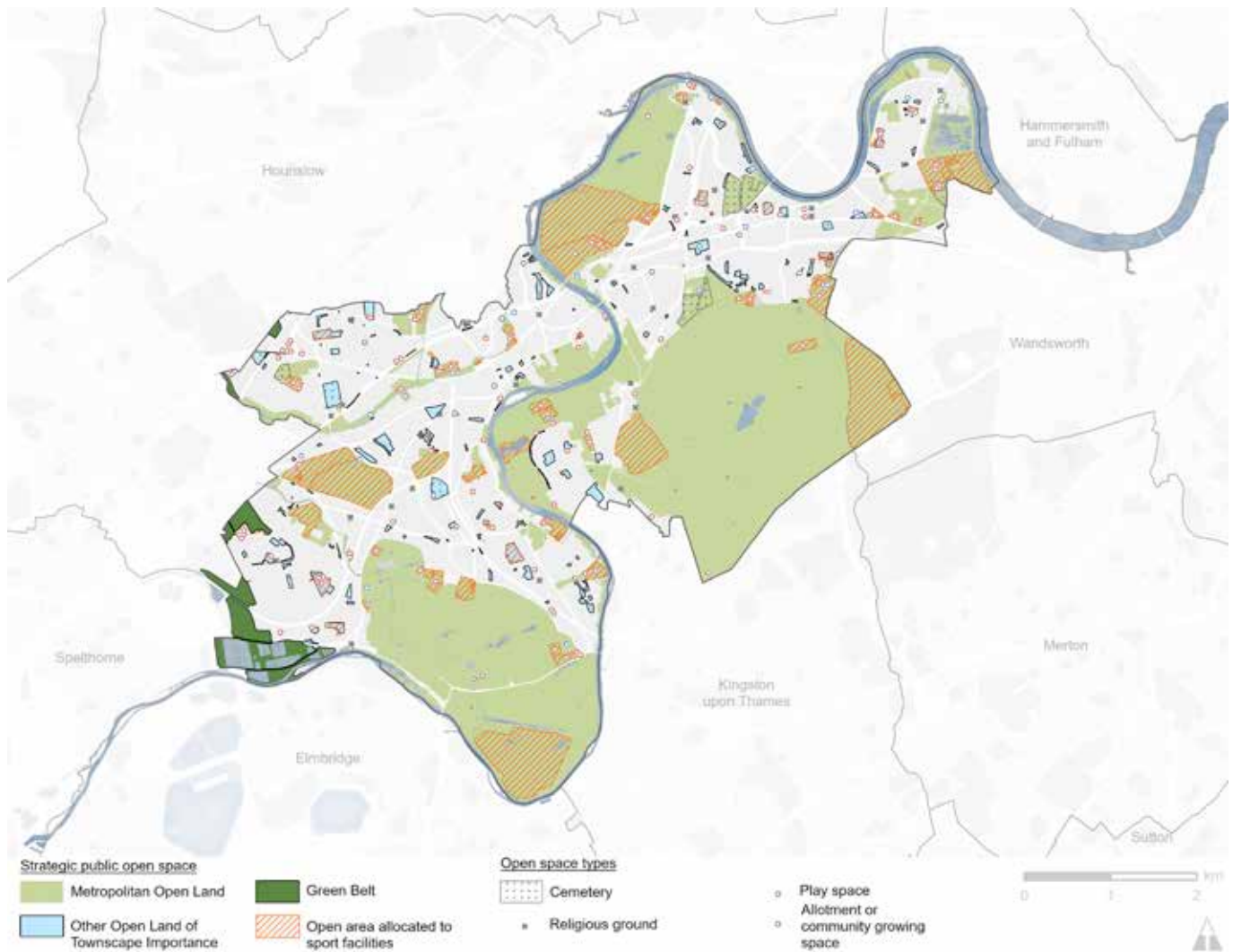
© Crown copyright and database right 2021

The abundance and well-connected nature of the borough's green spaces is reflected in a number of nationally, regionally and locally important wildlife sites. Large areas of the borough, such as Bushy Park and the London Wetland Centre, are of regional biodiversity value as Sites of Special Scientific Interest (SSSI) and Sites of Importance for Nature Conservation (SINC). Richmond Park is additionally protected as a Special Area of Conservation forming part of a Europe-wide network of important habitats.

Many of the numerous core habitat areas within the borough are designated locally as Other Sites of Nature Importance (OSNI). They are complemented by well connected extensive street tree coverage and blue infrastructure corridors, such as the River Thames and

River Crane. The great extent of the Thames itself constitutes one of the borough's richest biodiversity assets and looks to be enhanced further through schemes such as the Thames Landscape Strategy's Rewilding Arcadia project.

The impacts of the borough's abundance of green, open space can be seen in tangible ecological results, including the presence of approximately 50% of London's acid grassland habitat, its status as a hotspot for stag beetles and several bat species, and the presence of plant species found nowhere else in London, such as *Arabis galabra*.



**Fig. 14: Open space plan**

© Crown copyright and database right 2021.

The abundance of large, open spaces is a distinctive element of the borough's landscape character. They are integral to the more suburban quality of much of the borough as it connects London to Surrey. They also serve as a reminder of the borough's history, with sites such as Hampton Court, Bushy Park and Richmond Park having long been designated open spaces of royal significance.

The largest open spaces in the borough are the two Royal Parks (Bushy and Richmond). Other large open spaces include the Royal Botanic Gardens at Kew (a World Heritage Site), and its surroundings, Barnes Common and the London Wetland Centre, which are all designated as Metropolitan Open Land (MOL). These areas play a structural role, being recognisable and clearly distinguishable from surrounding, built-up areas, particularly when viewed from local transport corridors.

The areas between these MOL parcels are characterised with many smaller open spaces that are designated as Local Green Space and Other Open Land of Townscape Importance (OOLTI), both of which are protected from inappropriate development. These are highly varied spaces that overlap different open space typologies, such as cemeteries and sport grounds. OOLTI sites are typically of local importance to townscape, character and community whilst enhancing green infrastructure and local biodiversity.

The borough also contains numerous other open space types. This includes extensive golf clubs at Fulwell, the Old Deer Park in Kew and Strawberry Hill, along with historic cemeteries in Teddington, North Sheen and Twickenham. The extensive green frontage of Ham, Petersham and Twickenham is particularly distinctive, with a rural feel amongst the grandeur and history of Marble Hill House and Ham House.



## 2.3.2 Cultural qualities

### *Historic evolution*



**Fig. 15:** Historic map 1866-1893

© Crown copyright and database right 2021

Settlement in the borough dates back to Saxon times, influenced by potential for fishing from the River Thames, rich alluvial soil, high ground free from flooding and the proximity to bridges or ferries.

In Tudor times, the attraction of royalty generated considerable influence on the environment. Henry I's Richmond Palace dates back to 1327. Henry VIII had Hampton Court Palace as his home from 1541. Charles I enclosed the hunting ground Richmond Park in 1637. In the 17<sup>th</sup> and 18<sup>th</sup> centuries the borough was a draw for the rich and famous. Large houses in extensive estates grew along the riverside at Richmond, Twickenham and Petersham.

The industrial revolution and arrival of the railways in 1847 in Richmond, heralded a boom in housing construction during the next 50 years. Railways spread to most parts of the borough and many of the original settlements grew, with estates broken up and new settlements such as East Twickenham, established.



**Fig. 16:** Late 1800's view along Hill Street towards Richmond Town Hall

© London Borough of Richmond upon Thames Local Studies Collection



**Fig. 17:** View towards Hill Street from Richmond Bridge, from the late 1800's

© London Borough of Richmond upon Thames Local Studies Collection



**Fig. 18:** Historic map 1912-1915

© Crown copyright and database right 2021

By the turn of the century the Surrey side of the borough was made up of well developed villages. However, building pressures before WWI brought rapid outward growth and the merging of settlements at Kew, Richmond and Mortlake. On the Middlesex side the original scattering of isolated settlements was largely urbanised by WWII. Edwardian shopping parades such as East Twickenham remain as intact features, as well as mansion blocks and the Harrods Depository in Castelnau, Barnes.

The railway linking Fulwell and Teddington opened to passengers in 1901 and trams were laid down from Hampton Court to Twickenham in 1903. Hampton saw rapid growth during this time with council housing built on the sites of former open land.

Twickenham Stadium was built in 1909 on a former market garden. During WWI the ground was used for cattle, horse and sheep grazing.



**Fig. 19:** Photograph of Hampton Hill High Street from 1910

© London Borough of Richmond upon Thames Local Studies Collection



**Fig. 20:** View along Teddington High Street in the 1920s

© London Borough of Richmond upon Thames Local Studies Collection



**Fig.21:** Historic map 1932-1935

© Crown copyright and database right 2021

The inter-war period saw the growth of housing estates across the borough, but Whitton saw the most dramatic expansion after construction of Whitton railway station in 1930 and the sale of Whitton Park estate which was developed for housing. The residential areas of Twickenham, Fulwell, Strawberry Hill, North Sheen and East Sheen saw significant expansion during this period with consistent estates of semi-detached 2 storey housing and 11 storey tower blocks of the Courtland Estate in North Sheen.

The dual carriageway A316 Twickenham Road/ Lower Richmond Road was built in the 1930s, and Twickenham Bridge in 1933.



**Fig.22:** Corner plot usage along Kew Road in the mid-1900s

© London Borough of Richmond upon Thames Local Studies Collection



**Fig.23:** Terraced houses along Douglas Road, St Margarets (1933)

© London Borough of Richmond upon Thames Local Studies Collection





**Fig. 24:** Historic map post World War II

© Crown copyright and database right 2021

Population growth and post-war housing policies initiated more extensive residential development in Ham and Petersham in the 1930s-1960s. Despite being bombed during World War II, Richmond's housing stock was left relatively unscathed.

In 1965 the London Borough of Richmond upon Thames was created from the municipal boroughs of Barnes, Twickenham and Richmond.

Large scale development occurred at Hampton Nursery Lands during the late 1970s and early 1980s with redevelopment of former industrial land to commercial and residential uses as well as the intensification of large residential plots to smaller cul-de-sac developments.



**Fig. 25:** Sheen Lane in the 1970s

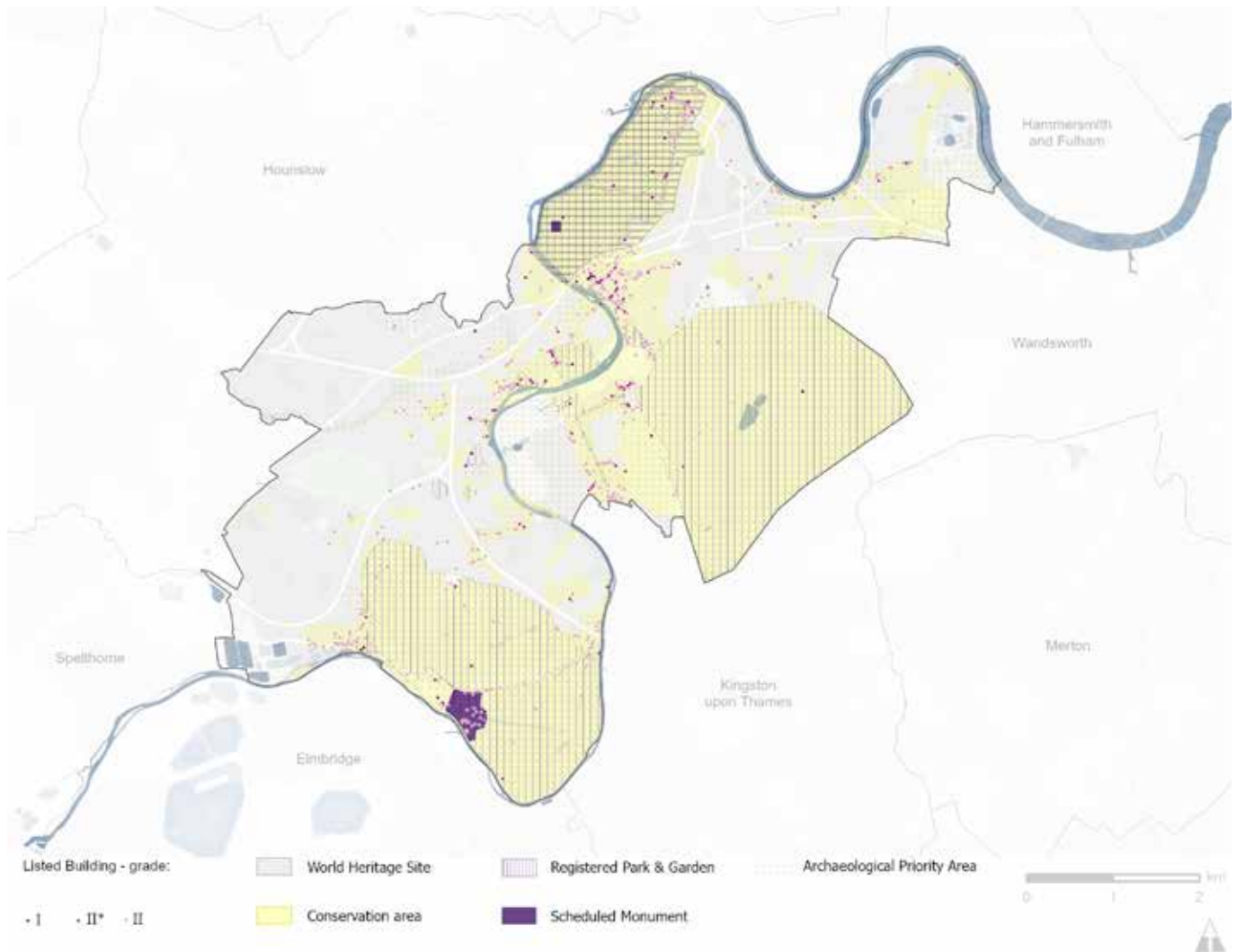
© London Borough of Richmond upon Thames Local Studies Collection



**Fig. 26:** View along 1920s Broad Street, Teddington

© London Borough of Richmond upon Thames Local Studies Collection

## Heritage assets



**Fig. 27: Heritage assets plan**

© Crown copyright and database right 2021

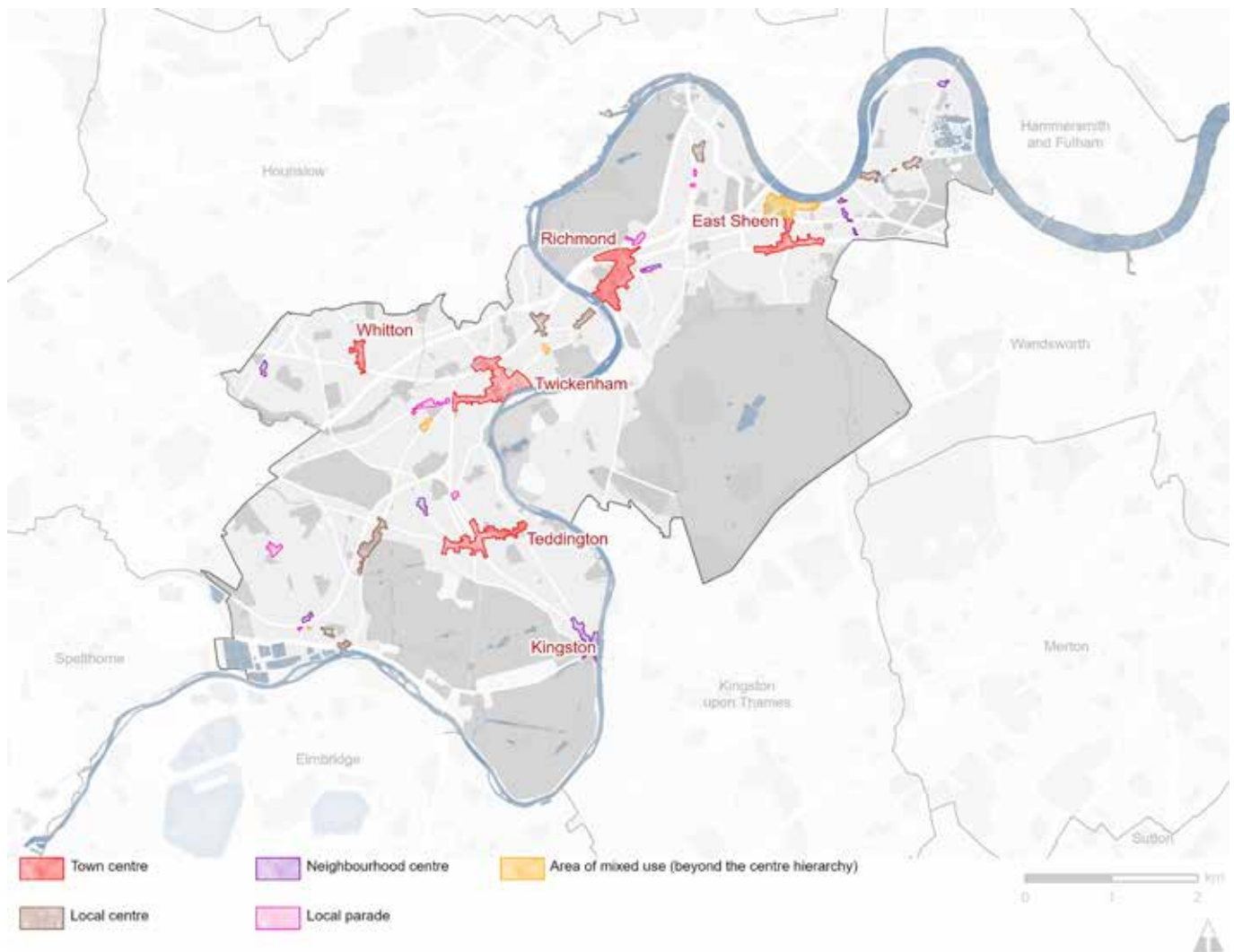
The borough has an extensive and well-documented historical heritage that remains evident across many of its urban areas and open spaces. Some of the borough's most prominent heritage sites are results of former royal residence by monarchs such as King Henry VIII, to whom Hampton Court Palace was gifted.

The borough's history is further demonstrated in the 21 Archaeological Priority Areas that it contains. These are well-dispersed across the borough, in line with the spatial distribution of significant open space, and represent sites ranging from prehistoric material clusters to 18th century landscape gardens.

There are 85 conservation areas within the borough, which account for almost half of its total area and encompass both built-up and open spaces. All except one of the borough's ten Registered Parks and Gardens

are situated within conservation areas (the exception being Strawberry Hill House and Garden). The grading of the Registered Parks and Gardens is: Bushy Park (grade I); Ham House (grade II\*); Hampton Court (grade I); Marble Hill (grade II\*); Pope's Garden (grade II); Richmond Park (grade I); Royal Botanic Gardens, Kew (grade I – also within a World Heritage Site); Strawberry Hill (grade II\*); Terrace and Buccleugh Gardens (grade II); and York House (grade II).

There are five scheduled monuments within the borough: Hampton Court Palace; the remains of Kew Palace; the mound at Richmond Park; the Old Brew House, Bushy Park; and the Shene Charterhouse. There are also no fewer than 820 listed buildings, 40 of which are grade I listed for their exceptional interest. Further heritage assets are locally listed across the borough.



**Fig. 28: Town and local centres plan**

© Crown copyright and database right 2021

It is an Outer London borough bordering Surrey, and much of the townscape and landscape character is perhaps more closely aligned with those of the neighbouring suburban districts of Spelthorne and Elmbridge than with its adjacent London boroughs, that are more urbanised.

Settlements within the London Borough of Richmond are well-dispersed and largely distinct from one another, frequently punctuated by large tracts of open space so that the borough's residential areas seem less continuous than elsewhere in London.

There is no single strategic retail centre in the borough, rather five town centres spread across the borough, supported by numerous local centres and local parades that serve a more immediate, community function. Whilst the local centres and parades contribute to

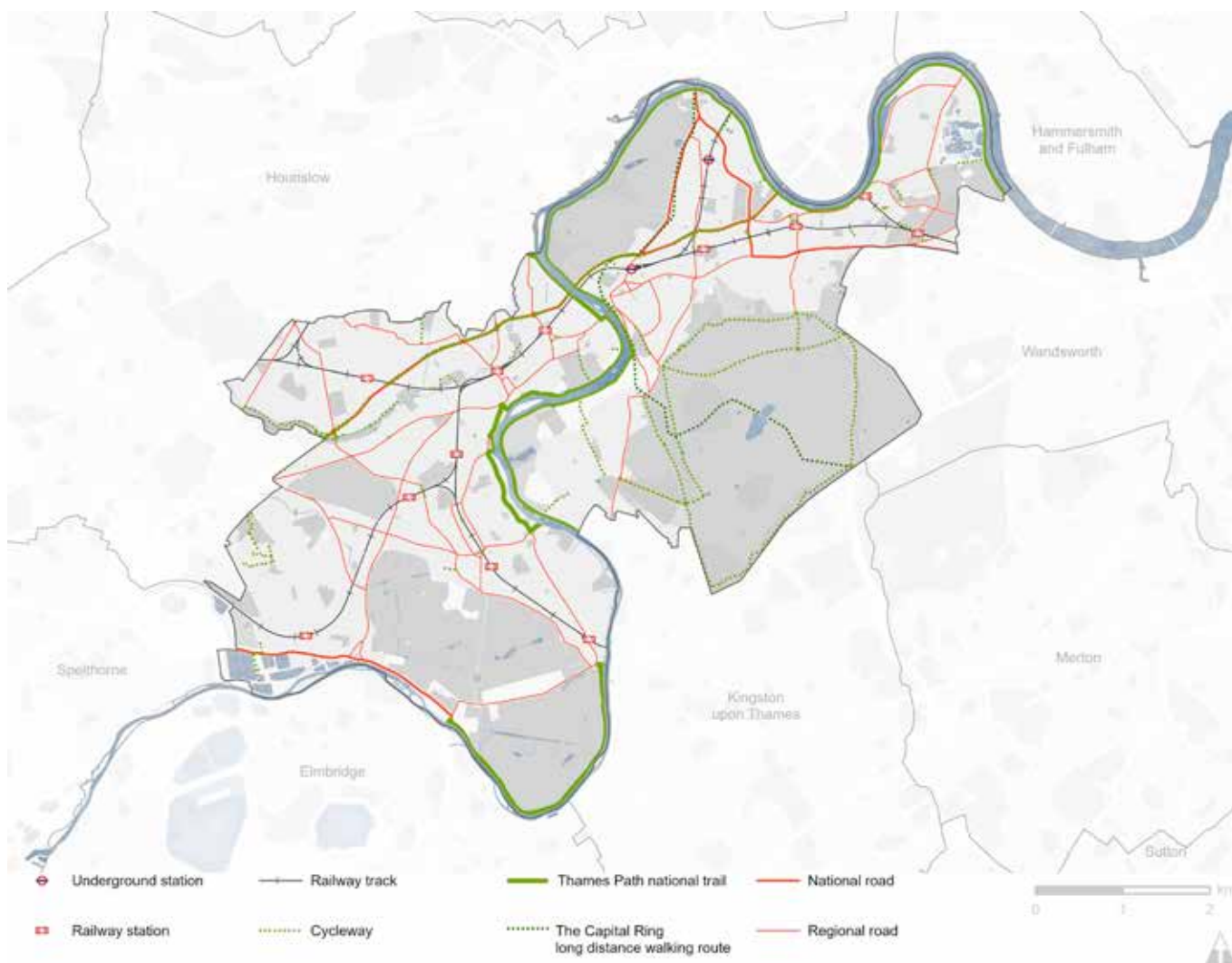
community identity, the larger town centres provide focal points for people travelling to the borough and support a wider range of services, including retail, leisure, and business floorspace. Richmond is designated as a Major Centre within London.

As is the case across much of south-east England, demand and development pressure for new housing is a major issue in the borough, exacerbated by the consistent popularity of Richmond as a place to live and the constraints imposed by the many spatial designations.

Key development sites are allocated across parts of the borough, in particular within the Twickenham Area Action Plan extents with ongoing and future planned development. Other site allocations are generally located within the five town centres.



## Transport network



**Fig. 29:** Transport network plan

© Crown copyright and database right 2021

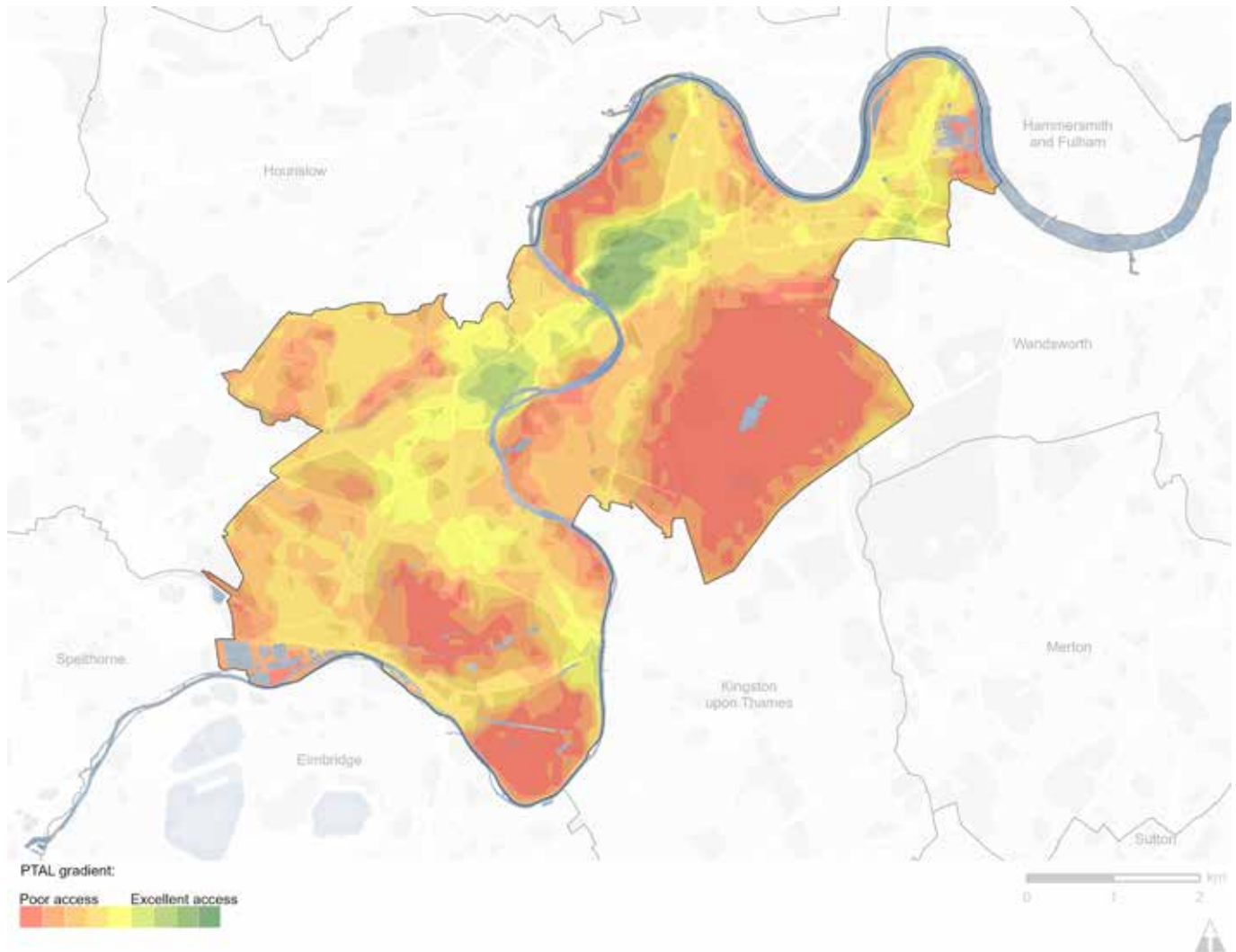
The first Richmond railway was constructed in 1846 to serve as a connection to their Nine Elms terminus. Today the borough is well connected to central London by rail with frequent overground trains that run from 15 stations within the borough, to major London stations, such as Waterloo. Overground rail also connects Richmond to other areas, including Reading and Surrey. Only two of the borough's stations feature links to the London Underground, with Kew Gardens and Richmond stations on the District Line, a relatively low number compared to other London boroughs.

There are over 390km of public highway within the borough, approximately 15km of which form part of the Transport for London Road Network. The highway network mostly consists of local streets, which are fed by two dominant trunk roads, the A316 (Great Chertsey Road) and A205 (South Circular).

The abundance of open spaces and green infrastructure across the borough support a large network of public rights of ways and cycleways. The most significant of these are the Thames Path National Trail, London Loop, and the Capital Ring walking route, that are of national and metropolitan importance, respectively. At a finer resolution, the borough is served by many local pedestrian routes, such as the Barnes Trail, which encourage sustainable travel. The borough maintains the highest combined levels of walking and cycling (39.2%) in outer London, even though it has no access to the London-wide strategic cycle network.

The borough is located close to London Heathrow Airport. Although this has little physical presence, planes frequently pass at low altitudes as they come to land giving rise to noise pollution in some areas.

## Public transport accessibility



**Fig. 30:** Public transport accessibility (PTAL) levels  
© Crown copyright and database right 2021

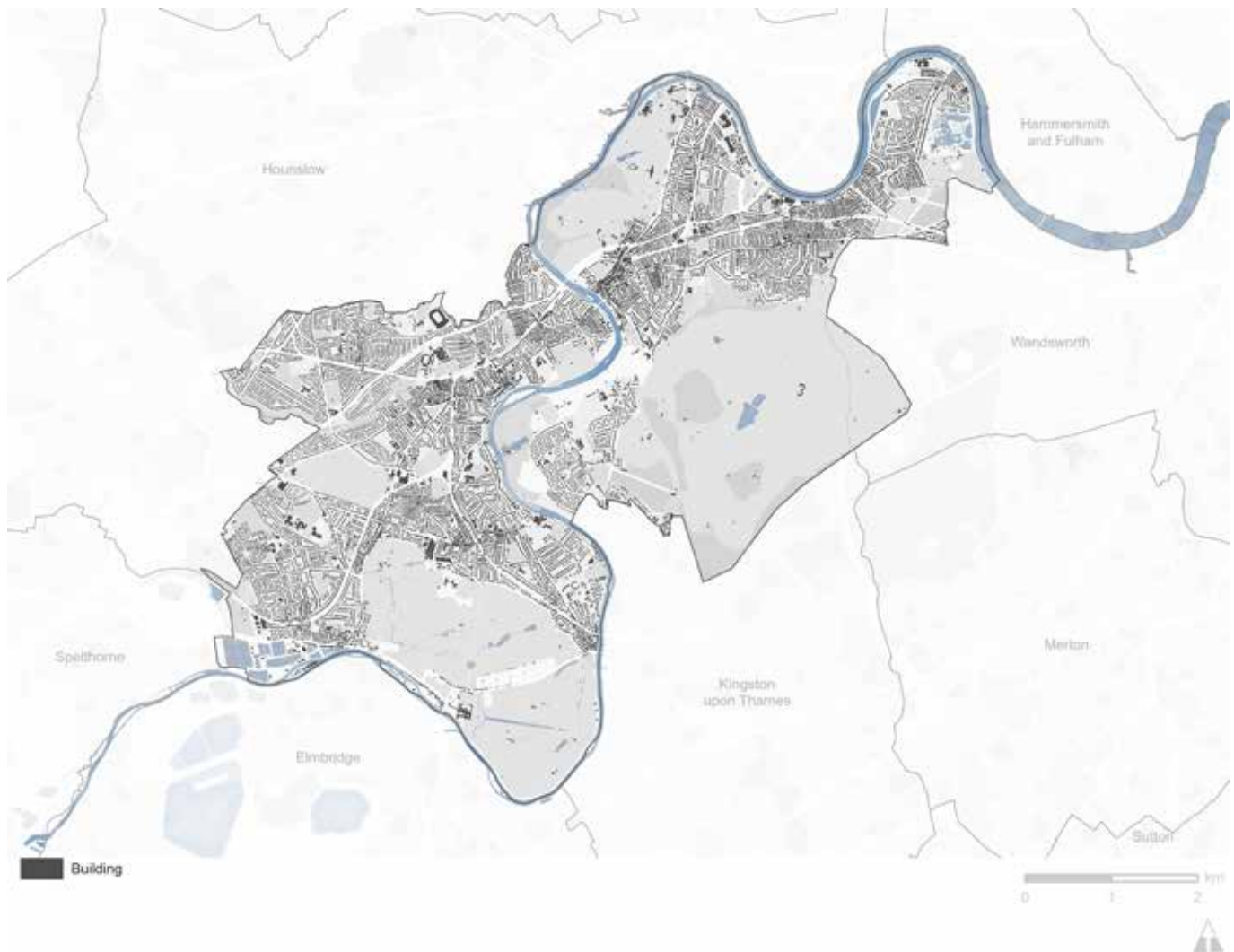
Public transport accessibility (PTAL) levels vary across the borough, from high in Richmond (served by a fast train service and also the London Underground) and Twickenham (national rail service) to low levels across most of the borough with no access to public transport networks other than buses.

This variation correlates to the spatial distribution of main rail stations and town/local centres where there are good bus services (there are approximately 30 bus routes within the borough). Areas around Richmond, Twickenham, Barnes, Kew, and Whitton and Heathfield display the highest levels of accessibility. This also corresponds to the location of business parks and areas

of “high-trip generating” development, such as offices, shopping, and leisure facilities.

Areas of low PTAL, across the borough, generally exhibit higher car ownership (over 75% of households within the borough have a car or van), especially in the west of the borough towards Surrey where the density of buildings is lower.

Some of the larger areas of low PTAL coincide with the larger open spaces within the borough, such as Richmond Park and Bushy Park/Hampton Court Park.



**Fig. 31: Urban grain plan**

© Crown copyright and database right 2021

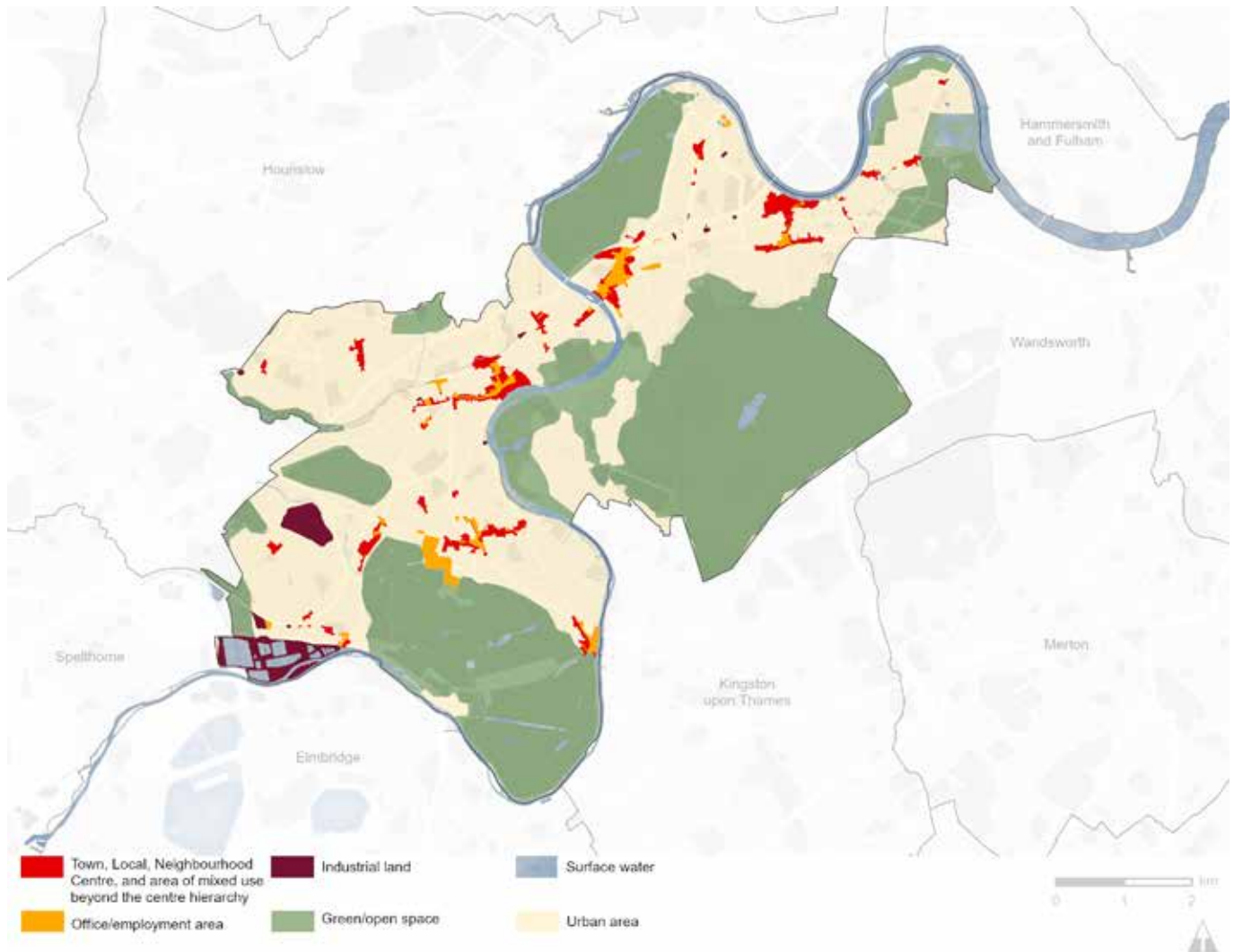
The London Borough of Richmond upon Thames is the only London borough which spans the River Thames, which forms a long green ribbon. On the eastern side of the river the large Major Centre of Richmond connects to largely residential areas in Kew, Mortlake, East Sheen and Barnes. This generally low height and low density urban form sits between the vast open spaces of Richmond Park, Barnes Common (which extends into neighbouring Wandsworth, the Old Deer Park and Kew Gardens World Heritage Site). South of Richmond are the villages of Ham and Petersham which are entirely set within green open spaces extending from Richmond Park.

To the west of the River Thames the biggest urban area and town centre is Twickenham, although the built form remains characterised by primarily 2-3 storey residential stock with some slightly taller elements

in key centres and on some main roads. Twickenham connects into largely residential districts including St Margaret's, Strawberry Hill, Whitton, Teddington, Hampton Wick and Hampton. The southern tip of the borough is dominated by the grounds of Hampton Court Palace and Bushy Park. The River Crane and Longford River form distinct green ribbons that segregate settlements on either side.

The majority of development in the borough is from the Victorian era with some distinct 1930s estates. Most of this is between 2 and 3 storeys in height and characterised by a mix of terraced, semi-detached and some grand detached properties. In some historic centres there are older buildings from the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> centuries; and throughout there is occasional post-war and modern infill.





**Fig. 32: Land use plan**

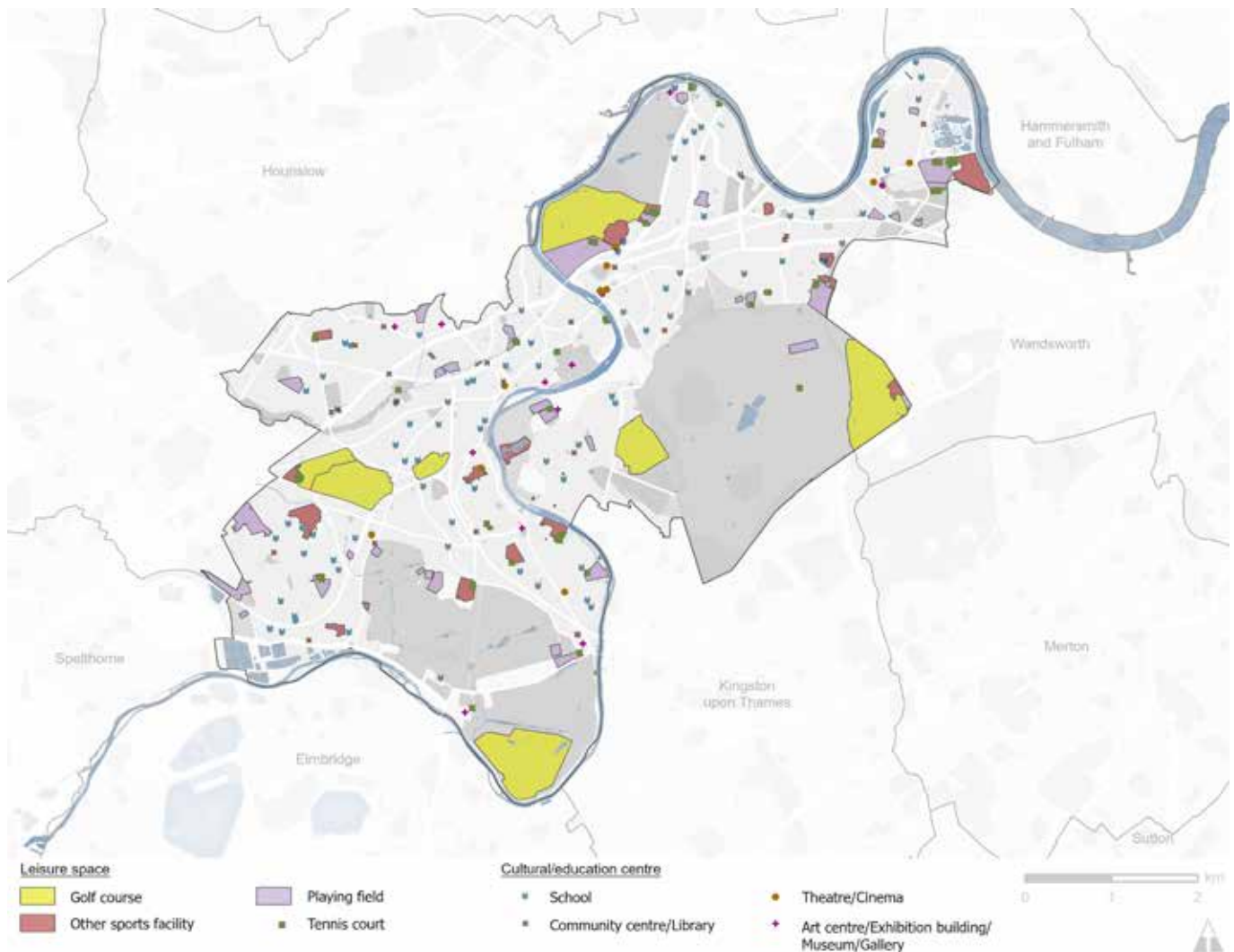
© Crown copyright and database right 2021

The majority of the built-up area is formed of residential areas. Many of these are situated within the borough's 85 conservation areas and representative in layout and building typologies of specific historic periods. Over 50% of the borough is occupied by open space, the most prominent types being large parklands and district commons. Areas of other land uses, namely industrial and commercial sites, account for a relatively low proportion of the borough and are concentrated around the town centres and larger settlements such as Twickenham and Teddington.

The borough's transport network is relatively well-contained due to the spatial distribution of the Registered Parks and Gardens and other protected open spaces, that partly dictated their routing. Whilst transport infrastructure such as roads and railways account for a proportion of land use, they are note

prominent in the wider context of the borough.

There is an apparent scarcity of industrial land and business parks within the borough, with more being concentrated in neighbouring boroughs, like Hounslow, perhaps due to Richmond's longer-term residential focus. There are designated Key Office Areas across the borough, often near town centres where they have good access to public transport. They have been designated due to their particular importance for office employment space (with Article 4 Directions to remove permitted development rights for change of use from office to residential) and includes two large areas The National Physical Laboratory and LGC Ltd (Teddington).



**Fig. 33:** Cultural, leisure and educational facilities

© Crown copyright and database right 2021

The borough benefits from a significant number of cultural, leisure and educational facilities. There are large areas of playing fields, numerous golf courses and dozens of tennis courts and other sports facilities. Cricket is also a major feature of local communities across the borough, with pitches in local and town centres including on Ham Common, Richmond Green, Kew Green and Twickenham Green. These are all provided in addition to other extensive open spaces that provide opportunities for walking, cycling, horse riding and other informal recreation.

The River Thames, which flows through the centre of the borough, is also home to a number of sailing and rowing clubs, with significant activity apparent in centres such as Richmond and Barnes.

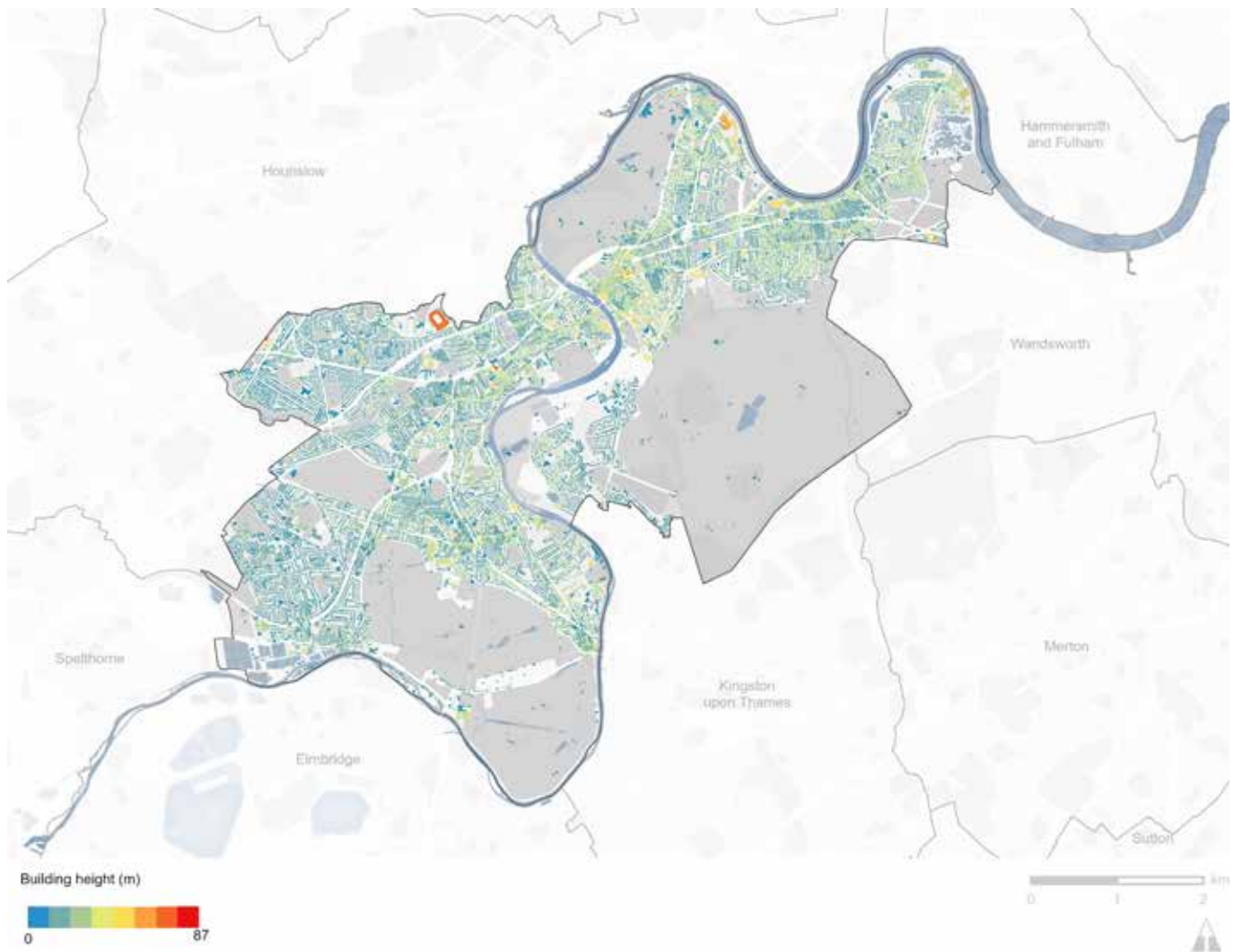
In addition to local sports and recreation, Twickenham Stadium is the home of English rugby attracting large

crowds for international games.

The centres of Richmond, Twickenham, Hampton and Barnes all provide numerous cultural facilities and events including museums, galleries, theatres and London's largest dedicated children's book event. Many of the historic buildings across the borough also provide valuable cultural resources, including Ham House and Hampton Court Palace which attracts international tourists to its grounds and palace rooms.

There are a wide range of preparatory, primary, secondary and special schools across Richmond upon Thames. Richmond and Hillcroft Adult Community College, and Richmond upon Thames College provide further education opportunities.

## Building heights



**Fig. 34:** Building heights plan

© Crown copyright and database right 2021

The residential character and abundance of conservation areas has meant that tall buildings remain a relative scarcity within the borough.

Most of the distinct settlements are punctuated by taller buildings of community significance, such as schools and churches that reflect or pre-date the character of their surroundings and there are a number of taller, historic landmark buildings, situated in or around some of the protected open spaces, including Hampton Court Palace, Ham House and Marble Hill House.

Modern tall buildings and tower blocks are relatively rare due to the sensitivity of much of the borough's townscapes and are concentrated in strategic areas such as Twickenham town centre and East Twickenham local centre.

The majority of buildings within the borough's residential areas are 2-3 storeys in height, although average building heights decrease towards the west as they get further from central London. This seems to correspond to residential buildings being more spaced out, with wider streets in areas such as Hampton in comparison to the taller, terraced streets of east Barnes.

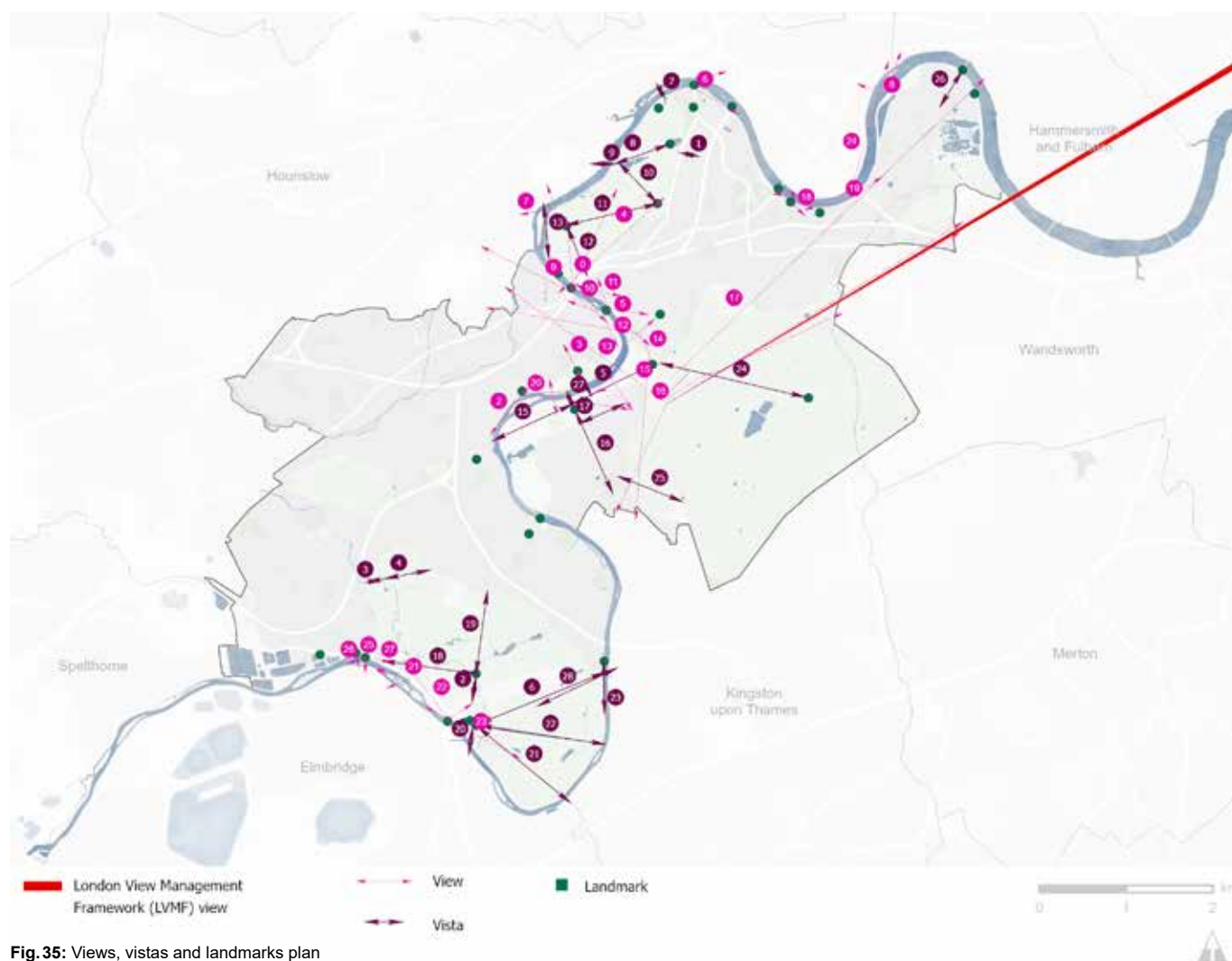
The tallest buildings in the borough - St Matthias Church in Richmond Hill and the Great Pagoda in Kew Gardens - are widely visible from across the borough. More locally it is typically church spires and towers that form landmarks within urban areas.

On the boundary with LB Hounslow, Twickenham Stadium stands out as a distinct tall and expansive building in stark contrast to surrounding modest residential terraces and properties.



### 2.3.3 Perceptual qualities

#### Views, vistas and landmarks



**Fig.35: Views, vistas and landmarks plan**

© Crown copyright and database right 2021

#### Views

- |  |   |
|--|---|
| 0 View from Towpath at Twickenham Bridge to King's Observatory | 14 View from Terrace Garden to south west Twickenham      |
| 1 View from near Ham House to Orleans House                    | 15 View from Petersham Park to Twickenham                 |
| 2 View to St James Tower from Twickenham Embankment            | 16 View from Richmond Park towards St Paul's              |
| 3 View to Marble Hill House (North)                            | 17 View across Richmond Park                              |
| 4 View from St. Margaret's Promenade to Kew Pagoda             | 18 View from Chiswick Bridge to the south east            |
| 5 View from Richmond Hill to Asgill House                      | 19 View from The Terrace, Mortlake to the west            |
| 6 View from Kew to Strand On The Green                         | 20 View from Twickenham riverside To Petersham            |
| 7 View from Kew to Isleworth                                   | 21 View from Hampton Court Road to Hurst Park             |
| 8 View from Barnes to Chiswick                                 | 22 View from Hampton Court Bridge to Ash Island           |
| 9 View from Twickenham Bridge                                  | 23 View from Hampton Court Bridge to Hampton Court Palace |
| 10 View to Richmond from Twickenham Bridge                     | 24 View from Mortlake to Barnes                           |
| 11 View from Richmond Bridge to Twickenham Bridge              | 25 View from St Mary's Church to Garrick's Eyot           |
| 12 View from Richmond Bridge to south east                     | 26 View from Garrick's Temple south west                  |
| 13 View from Cambridge Park to Petersham Common                | 27 View from Garrick's Temple to Garrick's Eyot           |

#### Vistas

- |  |  |
|--|--|
| 2 Vista Victoria Gate Royal Botanic Gardens from Kew Gardens Station | 16 Vista Ham House from Radnor Gardens               |
| 3 Vista Diana Fountain - Hampton Court Gardens                       | 17 Ham Avenue vista Ham House to Ham Common          |
| 4 Vista along refurbished water garden, Bushy Park (west)            | 18 Douglas House vista, Ham                          |
| 5 Vista along Refurbished Water Garden, Bushy Park (east)            | 19 Diana Fountain vista, Bushy Park west             |
| 6 Vista Star & Garter from Ham House                                 | 20 Diana Fountain vista, Bushy Park north            |
| 7 Vista Hampton Court -Kingston Bridge                               | 21 Hampton Court Palace, south                       |
| 8 Vista north west of Kew Gardens across Brentford Ait               | 22 Home Park vista, Hampton Court to the south east  |
| 9 Palm House vista, Kew Gardens                                      | 23 Home Park vista, Hampton Court Palace to the east |
| 10 Kew Gardens vista to Syon House                                   | 24 Vista Kingston Bridge south                       |
| 11 Cedar Vista - The Pagoda, Kew Gardens                             | 25 Richmond Park vista to White Lodge                |
| 12 Vista King's Observatory to Kew Gardens                           | 26 Ham Gate Avenue vista                             |
| 13 Vista King's Observatory to Old Deer Park south west              | 27 Vista Hammersmith Bridge, Barnes                  |
| 14 Vista Isleworth Parish Church                                     | 28 Vista Ham House - Orleans Gardens                 |
| 15 Vista Marble Hill House from opposite river bank                  | 29 Vista Stud House, Hampton Court north             |

## Views, vistas and landmarks

The scenic and distinctive views, vistas and landmarks contribute significantly to the character, distinctiveness and quality of the borough's townscape and landscapes. The Local Plan identifies 28 views and 28 vistas. The identified views, vistas and landmarks are illustrated on [Fig. 35](#), intended to give a high level indication of the number and distribution of the Local Plan views and vistas - it is not possible to show all of the views and vistas accurately at this scale.

Further work on views and vistas has been commissioned by the London Borough of Richmond upon Thames. Where relevant, this study identifies views and vistas, along with landmarks, particularly through the descriptions of the character areas. A separate output for the Council will be taken forward, with any new local views and vistas to be designated through the preparation of the new Local Plan. It is intended that a Supplementary Planning Document will be produced to provide accompanying details on views and vistas.

There is one designated linear view of London-wide significance, noted in the London View Management Framework (LVMF) from King Henry VIII's Mound in Richmond Park. From the viewing point St Paul's Cathedral can be seen through an avenue of trees planted in the 18<sup>th</sup> century to create a 'keyhole' view of the Cathedral ten miles away. Unfortunately in 2016 the backdrop of the Cathedral became affected by a 42-storey development in Stratford. 7km away from St Paul's, it is beyond the protected vista designated by the LVMF at 3km.

Of the views and vistas within the borough, many are long distance vistas from vantage points such as Richmond Hill and Richmond Park. The Richmond, Petersham and Ham Open Spaces Act (1902) prevents development of the land on and below Richmond Hill in order to protect the unique and distinctive foreground views that it provides to the west and south. This is the only view in England to be protected by an Act of Parliament.

There are also a number of designed vistas including those within and towards Kew Gardens World Heritage Site, Hampton Court, Bushy Park and Ham House. Views into and out of Green Belt and Metropolitan Open Land are important in contributing to the sense of openness of these open spaces.

Views of and along the River Thames are also of huge importance to the character of the borough. These are discussed further in [2.4 Richmond's riverside](#).



**Fig. 36:** St Paul's Cathedral viewed from King Henry VIII's Mound (before the Manhattan Loft Gardens building was constructed)

© London View Management Framework SPG



**Fig. 37:** Protected view from Richmond Hill looking over Terrace Field to the River Thames (View 14)



**Fig. 38:** Vista from Bushy Park towards White Lodge (Vista 18)

## Air quality

According to the LB Richmond upon Thames Air Quality Action Plan 2019-2024, air pollution exceeds the legal objectives for both nitrogen dioxide (NO<sub>2</sub>) and particles (PM<sub>10</sub>). As recent as 2017 levels in some locations were double the legal objectives.

While there are a number of sources from outside the borough, the overwhelming contributor to poor air quality is from the road network. This is highlighted on the maps which show the exceedances all along main roads and within town centres.

[Fig. 39](#) illustrates a gradual reduction in average NO<sub>2</sub> concentrations towards the south and west of the borough - further from the dense urban environments of west and central London. Generally levels are below permissible limits with the exception of the yellow concentrations shown along roads across the borough. This worsens along some parts of the primary road network including Castelnau in Barnes; and the A316 and A305 primary east-west routes crossing the borough.

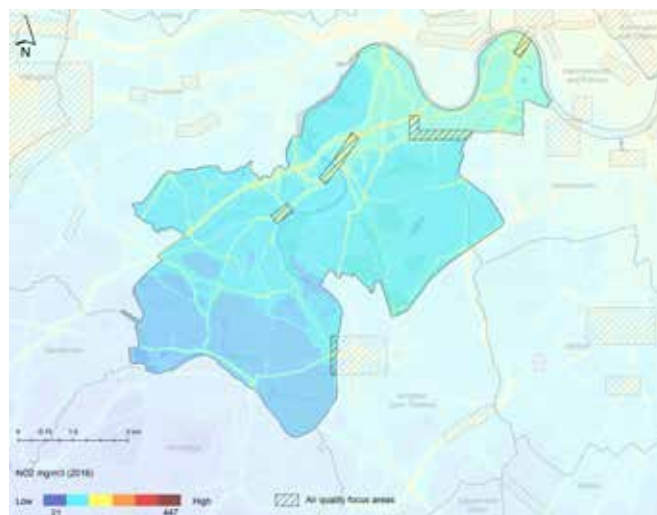
[Fig. 40](#) illustrates levels of particulate matter over 10 microns in size. Again, this indicator of air quality shows an improvement towards the south-west of the borough at its boundary with Surrey. The large open spaces of Richmond Park, Hampton Court, Bushy Park and Kew Gardens also illustrate much lower levels of PM<sub>10</sub> than the surrounding urban areas of Barnes, Richmond, Kew, Twickenham, Ham and Petersham. There remain concentrations along the primary road network, with the A316 worst affected.

This pattern is repeated for smaller particulate matter (refer to [Fig. 42](#)). The only areas with the lowest levels are internal areas of Richmond Park, Hampton Court, Bushy Park and Hamlands, and parts of the far west of the borough.

The air quality focus areas illustrate the worst affected areas which are receiving specific attention.

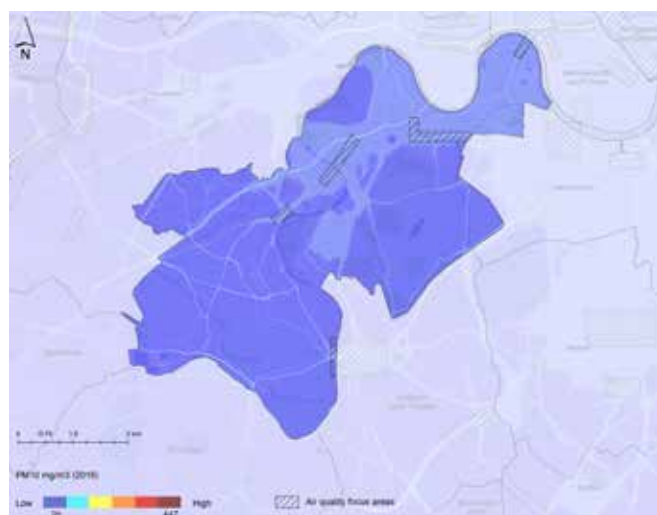
The Council has pledged to tackle air pollution making it a key priority for the 2019-2024 period, as set out in the [Air Quality Action Plan](#). The plan focuses on:

- supporting a change to active travel and sustainable transport;
- working with the local community to deliver actions;
- reducing traffic, focused on the most polluted areas;
- prioritising those most vulnerable.



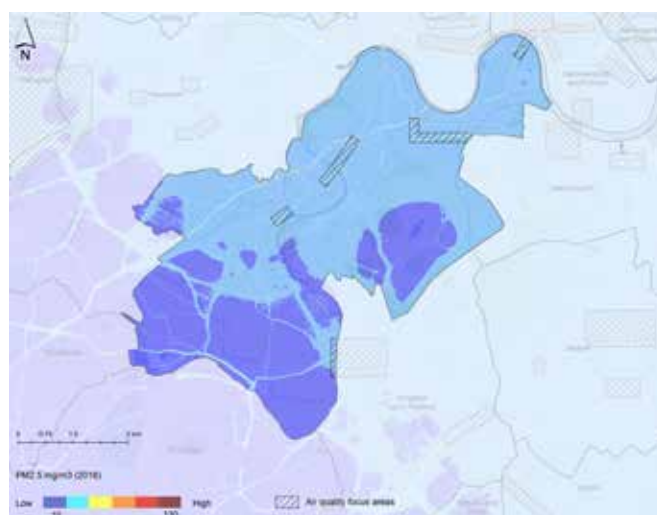
**Fig.39: Annual mean NO<sub>2</sub> concentrations (2016)**

© Crown copyright and database right 2021



**Fig.40: Annual mean PM<sub>10</sub> levels (2016)**

© Crown copyright and database right 2021

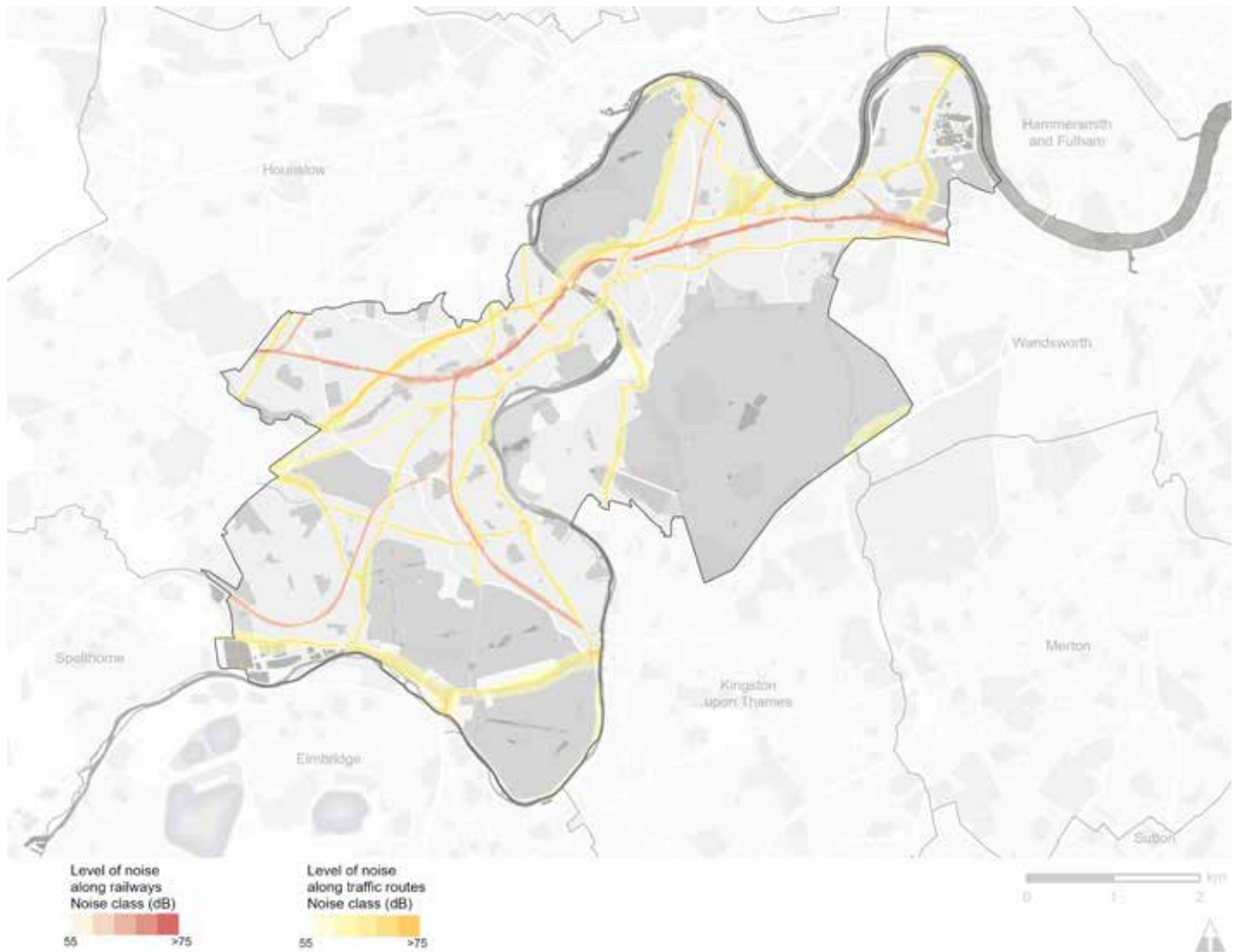


**Fig.41: Annual mean PM<sub>2.5</sub> levels (2016)**

© Crown copyright and database right 2021



## Noise levels



**Fig. 42: Noise levels plan**

© Crown copyright and database right 2021

Noise pollution in Richmond is generally concentrated along the main transport routes and therefore relatively spatially confined to a corridor through the borough's centre. Within this corridor, noise levels are highest along the A316 and where transport links converge in the town centres of Twickenham and East Twickenham.

Areas in the north and west of the borough are also prone to noise from aircraft on the flight path to and from London Heathrow.

The larger, protected open spaces of Richmond and Bushy Park, establish a significant amount of space and distance away from transport links and the associated noise. This is beneficial to both the wildlife within the parks and the adjacent residential areas which are relatively quiet.

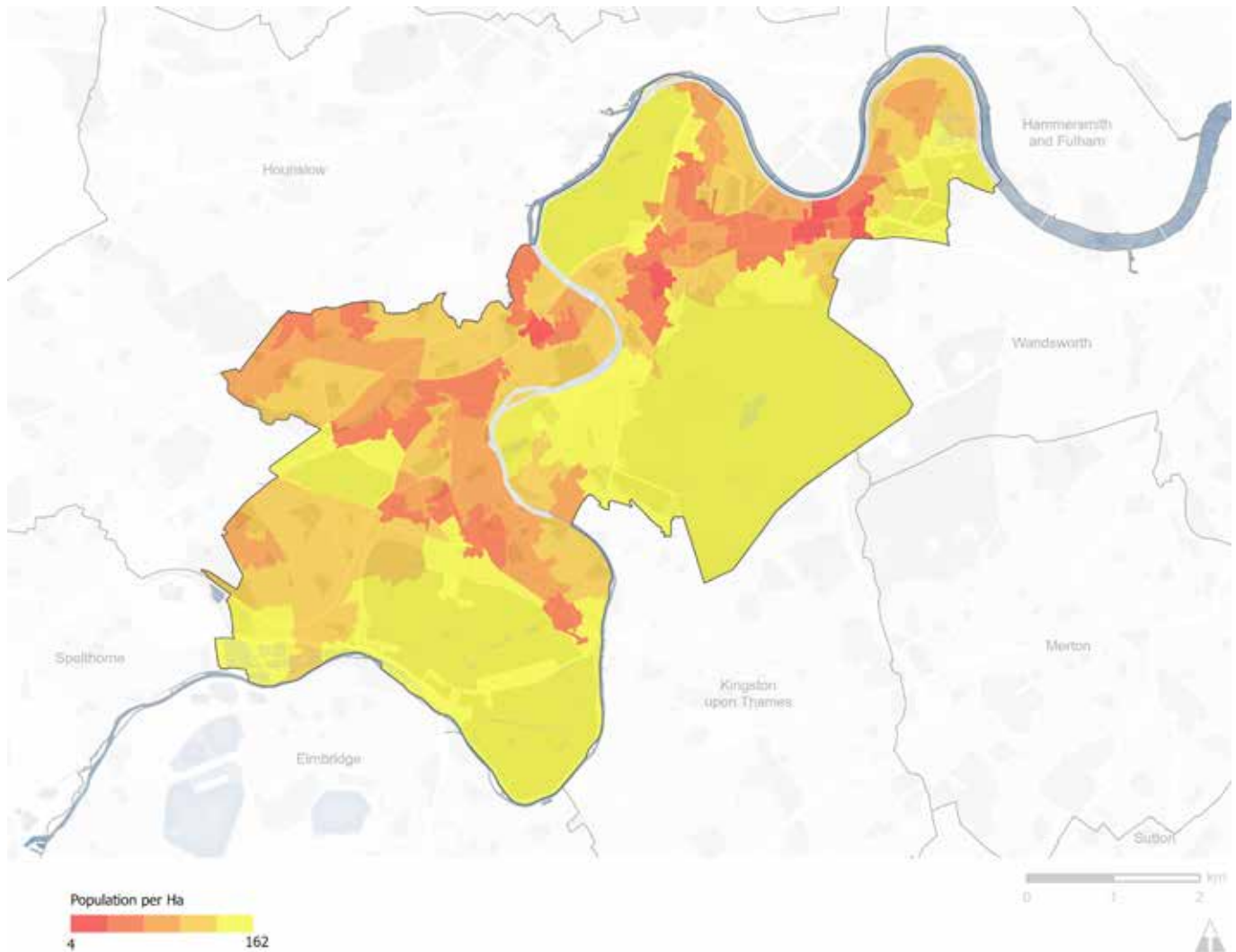
This corresponds with research carried out by the

Campaign to Protect Rural England that stated how South London parks are quieter than those elsewhere in the city. Except for Lambeth, all south London boroughs scored below the median for the percentage of parks severely impacted by noise.

The temporal fluctuations in Richmond's noise levels are generally regular, conforming to commuter travel times. There are, however, site-specific examples, such as Twickenham Stadium, that are occasional hubs for increased noise levels due to events featuring large crowds.

### 2.3.4 Social qualities

#### Population density



**Fig. 43:** Population density plan

© Crown copyright and database right 2021

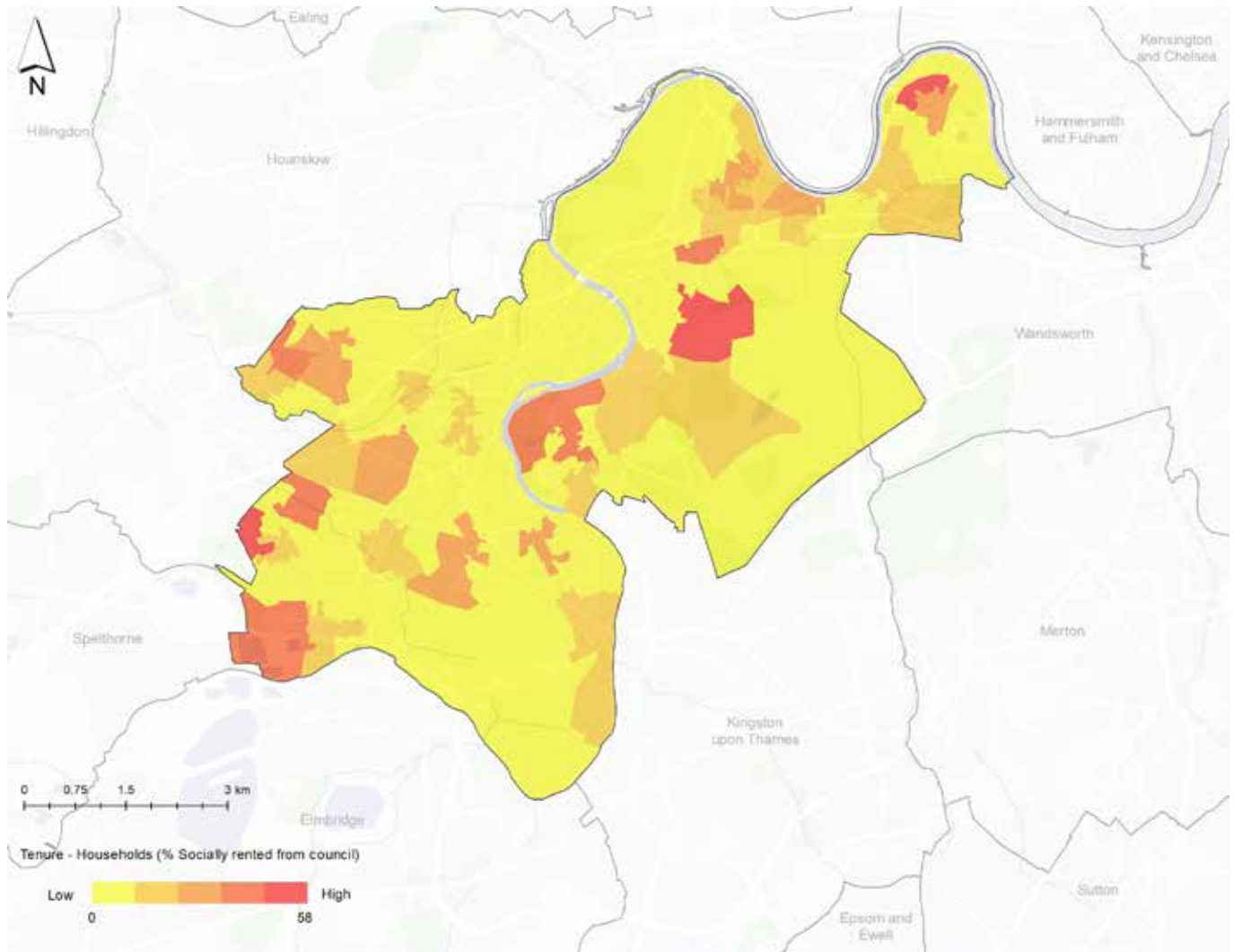
The borough has an average population density of 3,510 people per km<sup>2</sup> with an overall population of around 200,000. Population density varies significantly within the borough due to the distribution of large open spaces and the mixed connectivity of different urban areas to public transport. The densest urban areas are in the north of the borough, particularly around Mortlake, East Sheen, Richmond Hill and Twickenham close to the town centre.

The abundance of open space across the borough maintains a relatively low borough-wide average (34 people per hectare). However, some of the urban areas have a density in excess of 160 people per hectare, and even away from the main town centres density is around 100 people/ha. The London average is 58.5 people per ha and Richmond is the fifth least densely

populated borough (behind Bromley, Havering, Hillingdon and the City of London).

At a ward level, Whitton, St Margarets & North Twickenham and South Twickenham have the highest average density (61-64 people/ha) due to the extensive built up residential areas and minimal open spaces. Ham, Petersham and Richmond Riverside have the lowest (average of 11.6 people/ha) due to the small scale of the settlements set among an abundance of open space. This is followed by Hampton and East Sheen wards (15-19 people/ha) where houses are generally larger with big gardens and there remains extensive open spaces throughout the urban areas.

## Housing tenure



**Fig. 44: Housing tenure plan**  
© Crown copyright and database right 2021

Around 35% of households in Richmond upon Thames own their home outright, which is almost the highest level in London (the Outer London average being 28.4%). A further 34% own their home with a mortgage with only 20% renting privately and 11% renting from the local authority or a housing association. Both of these figures for rental are among the lowest for London boroughs. The percentages of people renting are further reduced when you look at individual residents instead of households.

Average monthly rent is £1,896 across the borough, similar to the inner London average of £2,028 but higher than the outer London figure of £1,394 and more than double the England average of £858 (for 2018-2019).

In 2018 the borough has an average of 2.31 people per

dwelling, below the London average of 2.50.

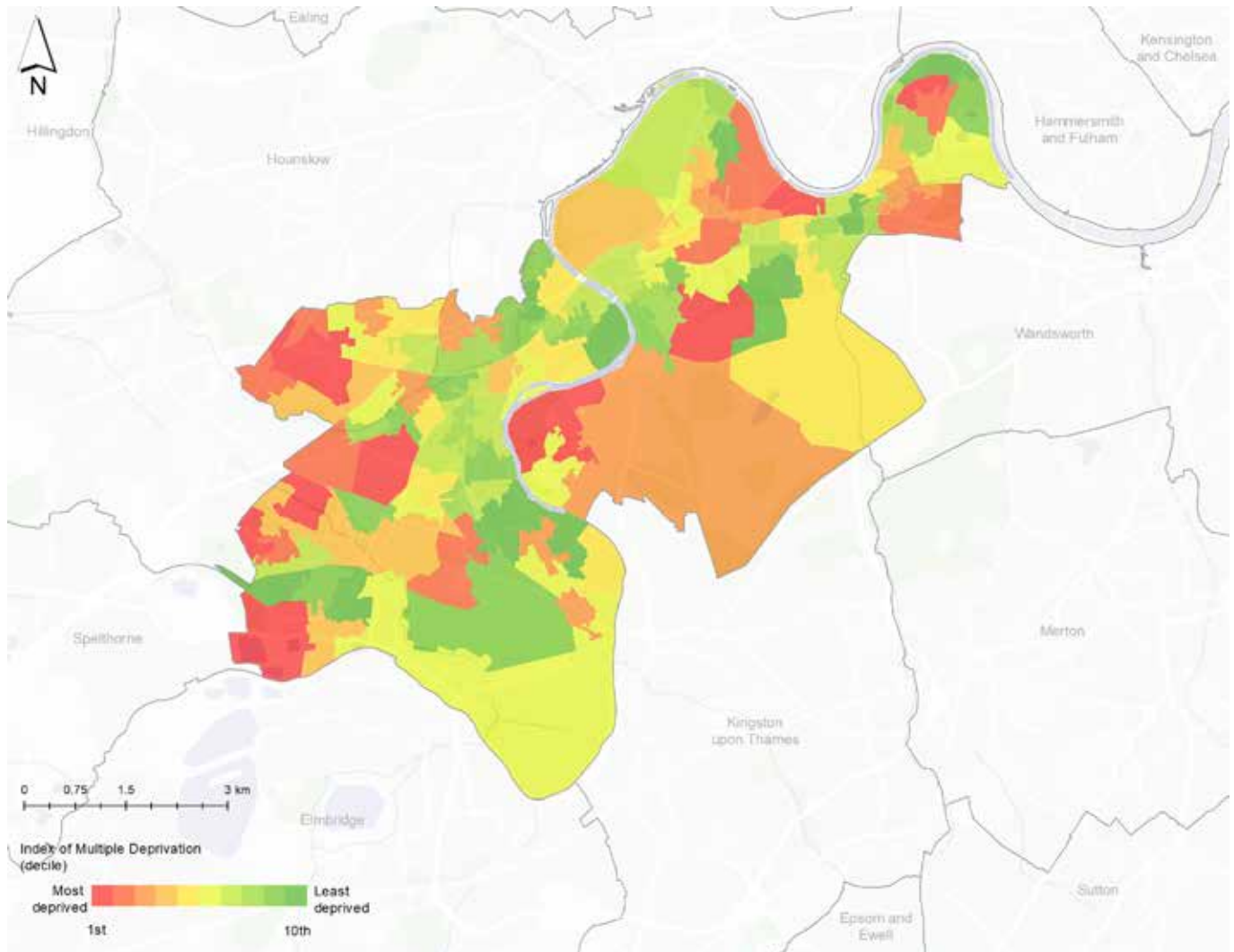
It has historically been a challenge to deliver substantial numbers of affordable housing within the borough, with only 276 delivered in 2019 (the lowest of any London borough). This is largely due to the extensive protected open spaces that make up around half the borough, and the built-up nature of the remaining urban area.

Richmond upon Thames council does not own any council housing and instead relies on 20-30 approved housing associations.

(Source, Office for National Statistics, accessed May 2021).



## Index of multiple deprivation



**Fig. 45:** Index of multiple deprivation plan

© Crown copyright and database right 2021

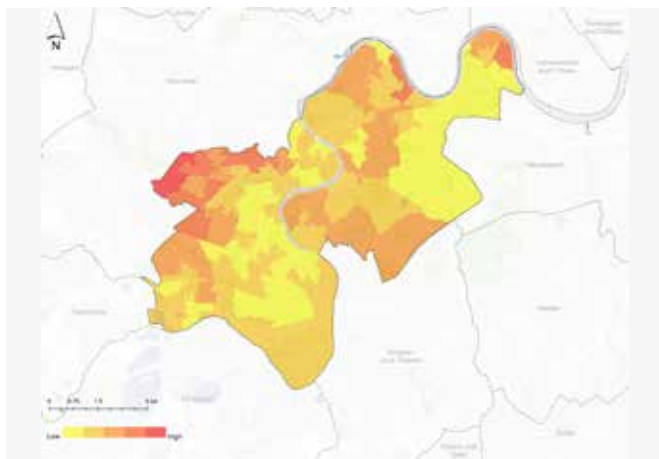
The overall index of deprivation ranks Richmond upon Thames at 297 out of 317 authorities in England, placing it within the 10% least deprived areas in the country. Within London, Richmond is within the 50% least deprived boroughs across all the indices. The borough is:

- the least deprived local authority in England in the Education, Skills & Training indice; and
- the least deprived local authority in London in the Barriers to Housing & Services, Education, Skills & Training, Employment and Health Deprivation & Disability areas.

Despite this apparent general level of comfortableness, against some of the measures the borough ranks closer to half way with significant numbers of people employment derived, and also income deprived.

There is also disparity across the borough, with some individual wards much more deprived than others. The most deprived are:

- Hampton North on the boundary with LB Hounslow, in the 20% most deprived in the country;
- Ham, Petersham and Richmond Riverside, and Heathfield in the 30% most deprived;
- Hampton and Barnes in the 40% most deprived; and
- Whitton, West Twickenham, North Richmond, South Richmond, Mortlake & Barnes Common and Barnes in the 50% most deprived.

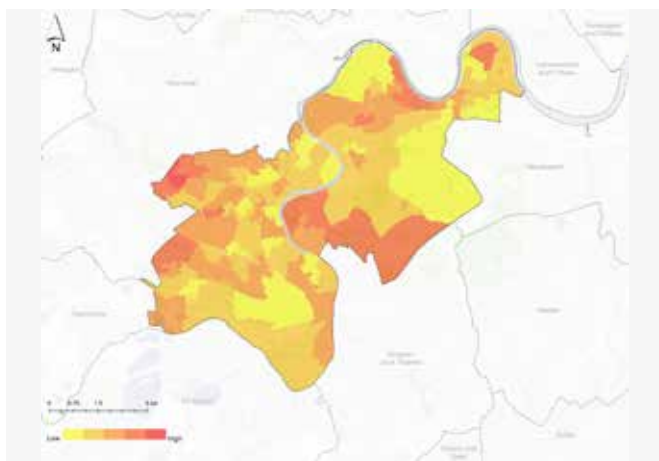


**Fig. 46: Ethnicity - % Asian**

© Crown copyright and database right 2021

The Asian community of Richmond upon Thames is relatively low (around 7%) compared to the London average. The west of the borough displays the greatest concentration of Asian ethnicity, particularly within the Heathfield (21% of the community) and Whitton (13%) wards.

There are also areas with slightly higher proportions of Asian ethnicity within parts of Kew and Barnes.

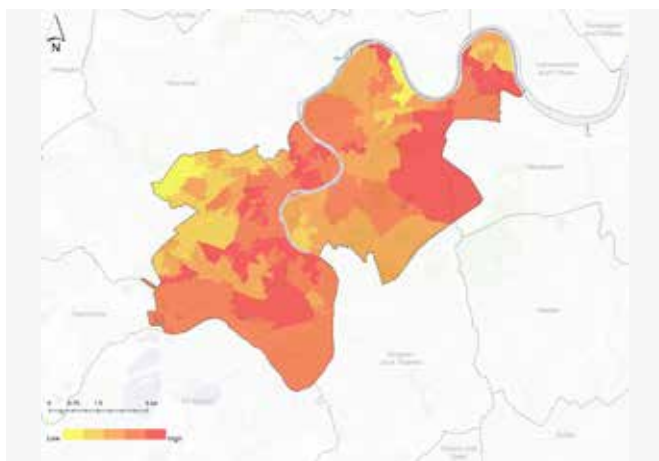


**Fig. 47: Ethnicity - % black**

© Crown copyright and database right 2021

The percentage of the population of Richmond upon Thames which are of Black or Black British ethnicity is very low around only 2%.

While this ethnic group is dispersed across much of the borough, it is highest in the west, on the boundary with LB Hounslow, and to the south on the boundary with RB Kingston upon Thames. In particular, the Heathfield Ward has up to 4% of the population of Black or Black British ethnicity.



**Fig. 48: Ethnicity - % white**

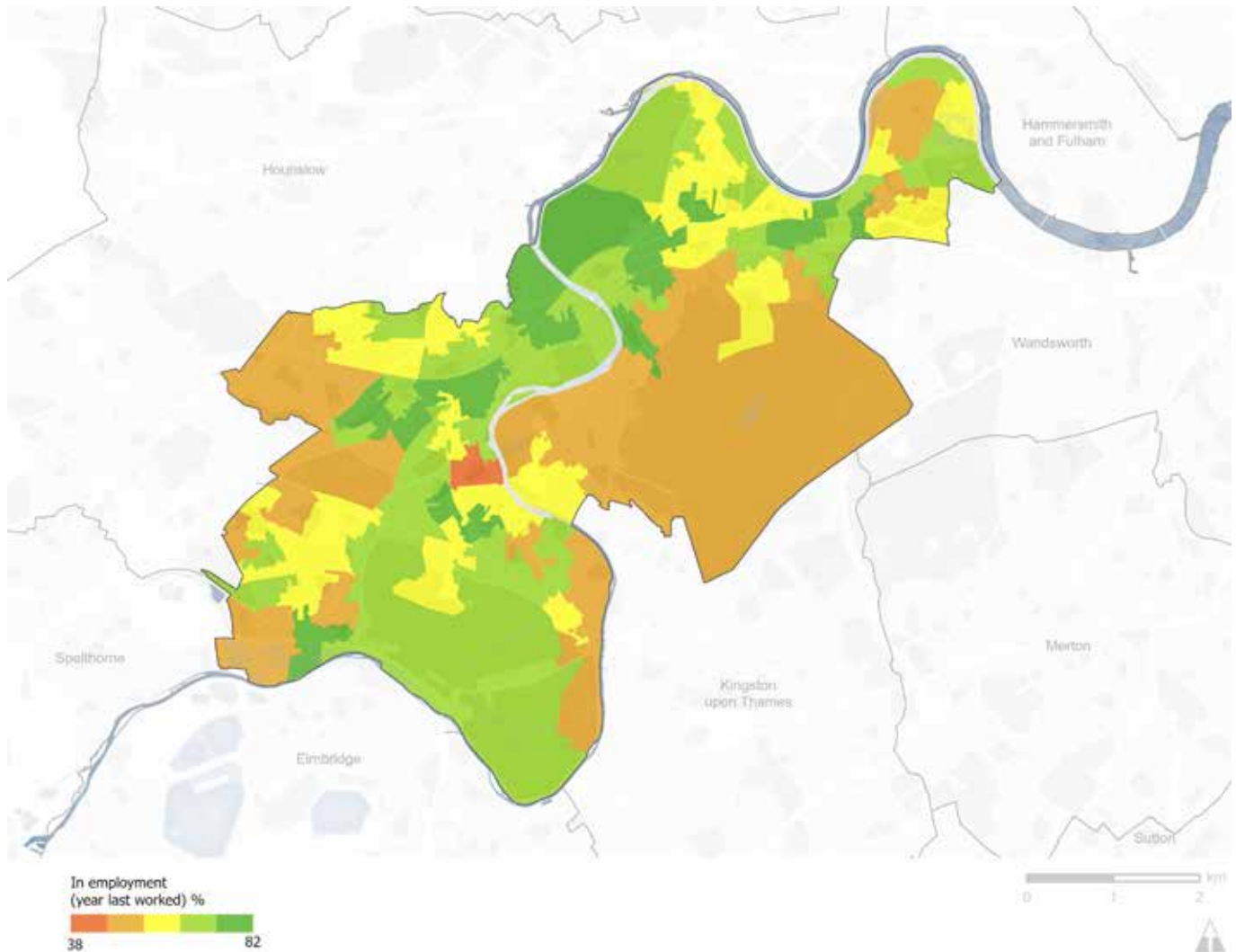
© Crown copyright and database right 2021

Approximately 87% of the population of Richmond upon Thames is of White ethnicity, with the distribution largely mirroring the least deprived areas.

The areas with the lowest White ethnicity are generally in the west of the borough within areas such as Whitton, Heathfield and West Twickenham / Fulwell. There are also some lower areas within Kew and Barnes.

In the 2011 census this figure was similar indicating that the demographic of Richmond upon Thames is not changing significantly.

## Employment



**Fig. 49: Employment rate plan**

© Crown copyright and database right 2021

Richmond upon Thames enjoys one of the highest levels of employment of all London boroughs alongside neighbouring RB Kingston upon Thames (excluding the City of London which has a minimal population).

The high employment rates are generally distributed well across the urban areas of the borough, with most areas that appear to be lower actually skewed because of the huge open spaces of Richmond Park and Hampton Court where few people live.

Levels of employment generally reduce towards the western edge of the borough close to the border with Surrey and LB Hounslow. This includes areas such as Whitton, Heathfield, Fulwell and Hampton. There are also some parts of Barnes with lower than average employment levels for the borough.

Richmond upon Thames has an average annual salary

far in excess of the London or England averages.

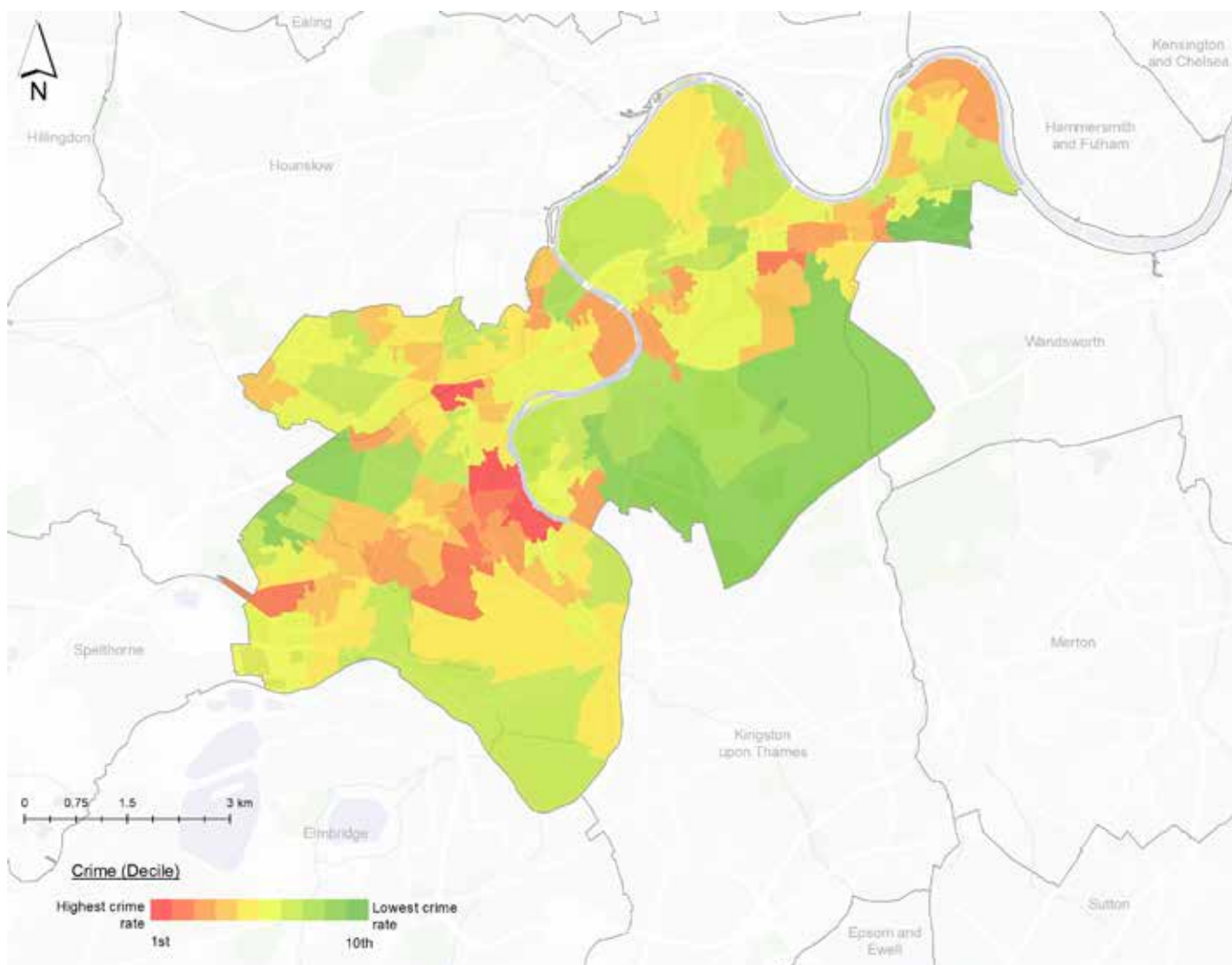
In 2020, out of 111,300 economically active people in the borough, only 4% were unemployed against a London average of 5.9% and a Great Britain average of 4.6%.

The main occupations of Richmond upon Thames residents include:

- professional occupations;
- Associate professional & technical;
- Managers, directors and senior officials.

These categories all fit within the top tier of employment groups, representing 74% of residents in the borough against a London average of 63% and a Great Britain average of just 50%.





**Fig. 50: Crime levels plan**

© Crown copyright and database right 2021

Richmond upon Thames is one of the safest London boroughs, ranked fifth lowest for overall crime in the 2020-21 period. The majority of crimes reported to the Metropolitan Police were related to anti-social behaviour, although the average per 1,000 population (37.8) is considerably lower than the London average (49.7). The second highest incidence of crime relates to serious violence, but these averages per head are well below both the London and England averages.

In line with trends seen across the country and capital, crime in Richmond has slightly reduced over the course of the last two years from an average of 5.8 reported crimes per 1,000 population to an average of just 4.0 per month.

The urban areas in the north and east of the borough tend to have the higher crime rates compared to the

more suburban and rural areas to the south and west (including Richmond Park, Teddington, Hampton, Fulwell and Ham/Petersham. Rates in and around Richmond Town Centre are at 92.9 compared to 43.9 in Fulwell & Hampton Hill.

The borough has very low levels of robbery, personal theft and possession of weapons. The one indicator of crime which is higher in Richmond upon Thames than the London average is bicycle theft, reflecting the high levels of bike ownership across the borough.

## 2.4 Richmond's riverside

The River Thames has a central role in the character and historical development of the borough. The river frontage is 21½ miles long and is unique in London, in that the borough spans both sides of the river for more than 3½ miles.

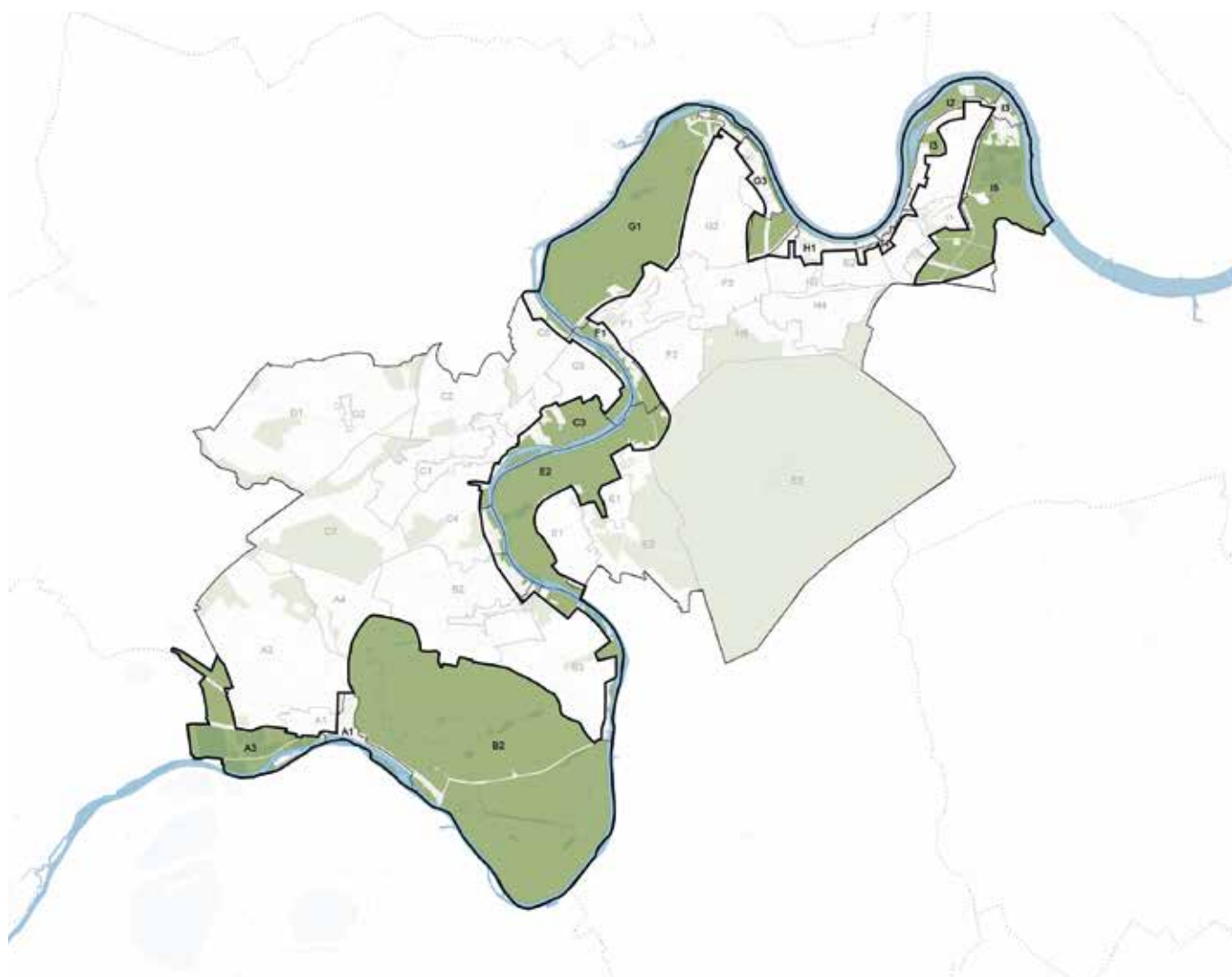
The River Thames through Richmond forms a unique landscape of great value for nature, recreation, heritage, culture, and views. The character of the landscape and townscape through which the Thames flows varies, from the rural pastures and tranquil flood meadows, to the historic royal palaces and grand villas, the scenic parks, memorable vistas, vibrant social riverside spaces, working boatyards, and river recreation. This variety in character, combined with the meanders in the river, the changing tides and reflected light, the riverside landscapes create an environment of great

interest and cultural significance. The Thames and the landscapes associated with it, are illustrated in [Fig. 51](#).

Several large, open spaces connect to the river and are joined by the Thames Path National Trail and a number of tributaries, including the River Crane, Duke of Northumberland's River, Longford River and Beverley Brook.

There is a distinct River Thames character within and beyond the borough boundary, which is captured in more detail in the following documents:

- The Thames Landscape Strategy: Weybridge-Hampton-Kew, The Thames Landscape Strategy Partnership (2012); and
- Thames Strategy: Kew to Chelsea, The Thames Strategy Steering Committee, Atkins (2002).



**Fig. 51:** The River Thames within LB Richmond upon Thames, and its relationship with the defined character areas

© Crown copyright and database right 2021

The Thames Landscape Strategy and Thames Strategy - Kew to Chelsea have divided the River Thames into a number of character reaches, illustrated in [Fig. 55](#). These continue outside of the borough into neighbouring Surrey to the west, and to the east the Royal Borough of Kingston upon Thames and the London Boroughs of Wandsworth and Hammersmith and Fulham.

The character of the landscape has evolved from its geology and history of settlement. The river flows in sequences of tight bends forming intimate reaches. The towns and villages along the river banks retain distinct identities, separated by large, accessible open spaces. Many of the open spaces are the legacy of royal ownership and aristocratic patronage. The sequence of palaces, parks, gardens and villas, connected by a network of avenues and vistas has established a riverside green infrastructure framework that survives today.

During the 17<sup>th</sup> and 18<sup>th</sup> centuries the Thames landscape attracted poets, artists, writers and thinkers who were inspired by the river's natural beauty and the sweeping view from Richmond Hill. Collectively, they created a new way of thinking about the natural world; Arcadia became a symbol of idealised English scenery and is considered the cradle of the English Landscape Movement.

Interwoven with the royal landscape is a constantly evolving working landscape of historic settlements, boat yards, wharves and commercial frontages. This dynamism and activity brings the landscape alive. The historic and architectural details of houses, palaces and boathouses bring a texture and variety, and importantly a unique sense of place.

Today the landscape is mostly openly accessible to the public and continues to attract visitors worldwide, to destinations including Hampton Court, Kew Gardens and Ham House. The linked areas of open space also provide a valuable range of habitats and resilience to climate change events such as flooding.



**Fig. 52:** View of Shakespeare's Temple from Garrick's Lawn

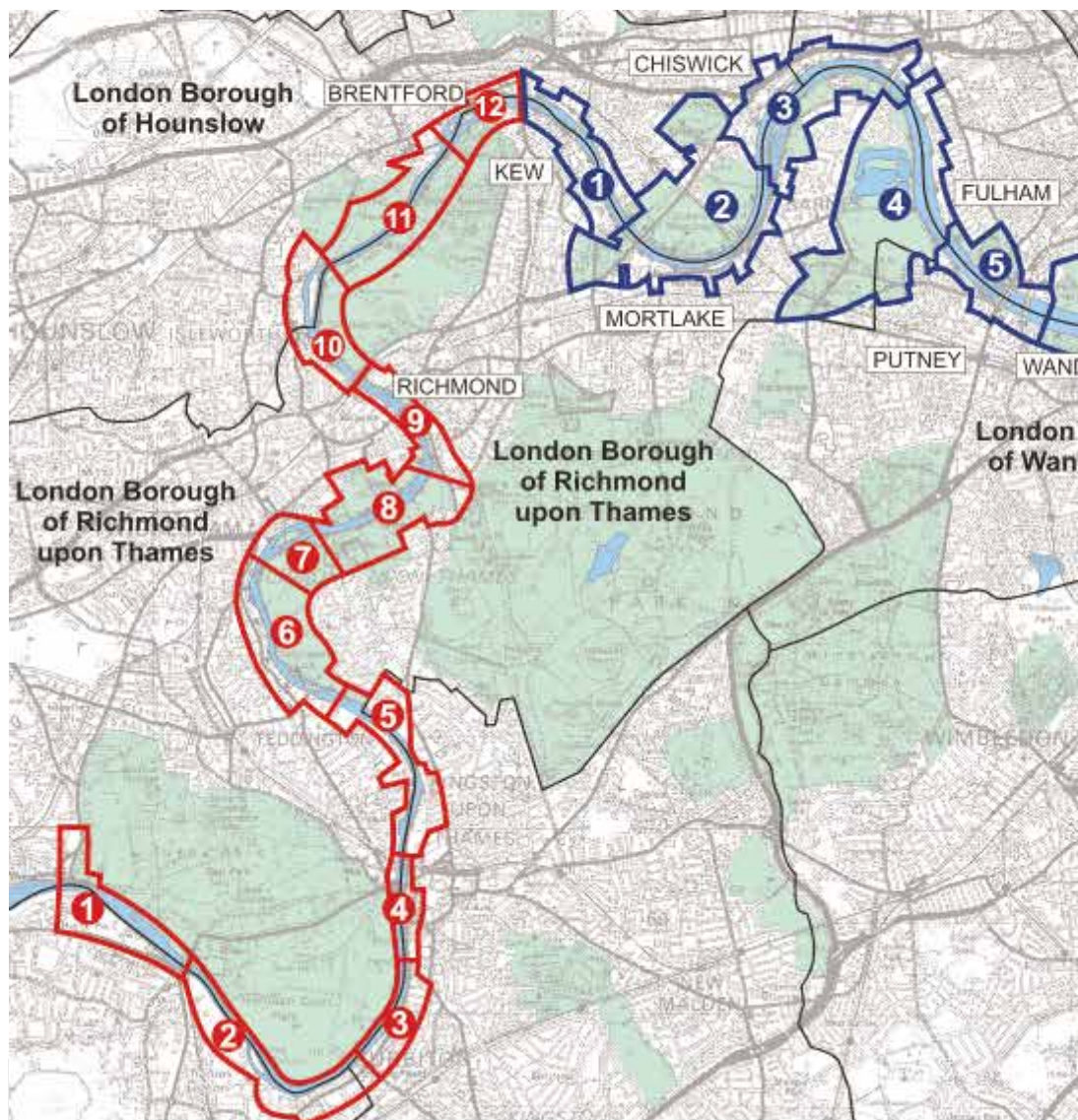


**Fig. 54:** View west from Hampton Court Bridge



**Fig. 53:** The Thames Path near Teddington Lock





**Fig. 55:** The character reaches as set out in the Thames Landscape Strategy and Thames Strategy (Kew to Chelsea)

© Thames Strategy Steering Committee/Atkins, 2002

**Thames Landscape Strategy - Hampton to Kew character reaches**

1. Bushy Park/Hurst Park
2. Hampton Court
3. Portsmouth Road
4. Kingston
5. Hampton Wick
6. Teddington
7. Twickenham
8. Ham
9. Richmond
10. Isleworth
11. Syon
12. Brentford/Kew

**Thames Strategy - Kew to Chelsea character reaches within the London Borough of Richmond upon Thames**

1. Kew and Strand-on-the-Green
2. Mortlake, Barnes and Duke's Meadow
3. Chiswick, Hammersmith and North Barnes
4. Fulham Reach and Barn Elms

### 2.4.1 The Arcadian Thames

The stretch of the river between Hampton and Kew has been known as the ‘Arcadian Thames’ (meaning ‘rural paradise’) for over 300 years. This encompasses the landscape of parks, royal palaces and working communities which is described in detail in the Thames Landscape Strategy.

Centuries of settlement have left a legacy of architecture, accessible open space and nature conservation value unparalleled in the rest of the city. The combination of natural beauty and Royal history has created a character of ‘countryside in the city’ - a pastoral haven on the doorstep of central London.

Some of the key elements of the character of the Arcadian Thames are summarised below.

**The meanders of the Thames**, create a sequence of intimate reaches and distinct areas. Six out of seven of the river bends contain large open spaces, with well-vegetated banks screening adjacent development and creating a sense of openness, rurality and expansiveness.

**Wooded islands, splitting the channel** and further emphasising the separation between settlements. This is most pronounced around Brentford Ait, which screens the taller buildings in Brentford to maintain the leafy character of the Thames Path along Kew Gardens.

**Occasional hills allowing panoramic and far-reaching views** over the otherwise low-lying floodplain. The view from Richmond Hill is one of the most painted in London, encompassing broad expanses of grass, water and trees.

**The Thames and open space** break up the built form, so that settlements feel like linked towns rather than a continuation of London.



Fig. 57: People enjoying the riverside at Richmond



Fig. 56: Thames Landscape Strategy map (<http://thames-landscape-strategy.org.uk/>)

© The Thames Landscape Strategy Partnership, 2012

**Historic buildings and structures**, including bridges, palaces, churches and villas, form important landmarks. Combined with soft, vegetated backdrops these often contribute to designed, memorable vistas.

**Riverside settlements** respect the rural character. Richmond is set back from the river with a series of parks and terraces, and grand, formal buildings overlooking the water. Smaller settlements like Hampton are typically clustered around a church, with a core wharf, whilst Teddington is focussed on the lock.

**The materiality of the river edges** is similar throughout, predominantly vertical, brick or stone embankments that respond to their historical docking functions.

**Waterfront building typologies and details** vary between settlements but are generally formal, uniform frontages which form distinctive features within views from bridges and along the river. Twickenham Riverside has a well-defined cluster of bright white, Georgian houses set against a vegetated backdrop, which contrasts with the mostly red-brick grandeur of the neighbouring Richmond waterfront.





View from Richmond Terrace down to the sweeping Thames





**Fig. 59:** Ham House is one of the many grand country estates forming significant landmarks within the Arcadian Thames



**Fig. 60:** Rural riverside of the Thames Path by the Old Deer Park/Kew Gardens



**Fig. 61:** Promenade on Twickenham Riverside by Orleans House

## 2.4.2 Thames Strategy - Kew to Chelsea

The reach of the Thames between Kew and Chelsea is more developed than that of the Arcadian Thames. Several areas of green, open space connect to the river and are interspersed with areas of historic waterfront developments and former industrial sites, such as Mortlake Brewery.

The character is described in more detail in the Thames Strategy, including a framework to conserve and enhance the environment and heritage and to re-establish connections with local communities.

The river between Kew and Barn Elms has extensive areas of open space made up of a patchwork of parks, playing fields, allotments, cemeteries and wetland nature reserves. The green spaces are linked by a wooded tow path, popular for leisure and recreation. The majority of the open space is designated as Metropolitan Open Land (MOL).

The Mortlake Brewery and Harrods Depository form significant landmarks on the river, imparting a historic industrial character to these areas.

Mortlake is famous as the finishing post for the annual University Boat Race, which has been rowed from Putney since 1845. The finish is marked by a boundary stone on the riverside at Thames Bank.

The Leg of Mutton Nature Reserve and Barnes Wetland Centre SSSI are important sites for nature conservation. The wetlands centre has extensive lagoons, reed beds, grazing marshes and observation hides.



**Fig. 58:** View along the riverside between Barnes and Mortlake, with the Granary building of Mortlake Brewery in the distance next to Chiswick Bridge





Q RMACY

3A

FE56 FPY

ANTONY ROBERTS





Section 3

Character areas



## Section 3

### Character areas

---

#### 3.1 Introduction

This section sets out the character of the borough, which has been divided into nine ‘places’ and 36 character areas. The character areas are shown on and listed on the following page.

Characterisation is the process of dividing the borough into character areas, and defining the boundaries of those areas based on a transparent process. The methodology for the characterisation is summarised in paragraph [1.3 Methodology overview](#) and detailed in [Appendix B](#).

For this study the process consists of an initial broad characterisation of the borough into ‘places’, followed by a more fine-grained division into ‘character areas’.

#### *Places*

The borough is initially divided into high-level ‘places’. The purpose of this layer of categorisation is to reflect a ‘sense of place’ as well as identifying areas recognised as ‘places’ by local people. The Village Planning Guidance SPDs, published between 2016 and 2018 were a key starting point for this process.

The list of places is as follows:

- A. Hampton & Hampton Hill
- B. Teddington & Hampton Wick
- C. Twickenham, Strawberry Hill & St Margarets
- D. Whitton & Heathfield
- E. Ham, Petersham & Richmond Park
- F. Richmond & Richmond Hill
- G. Kew
- H. Mortlake & East Sheen
- I. Barnes

#### 3.2 Structure of chapter

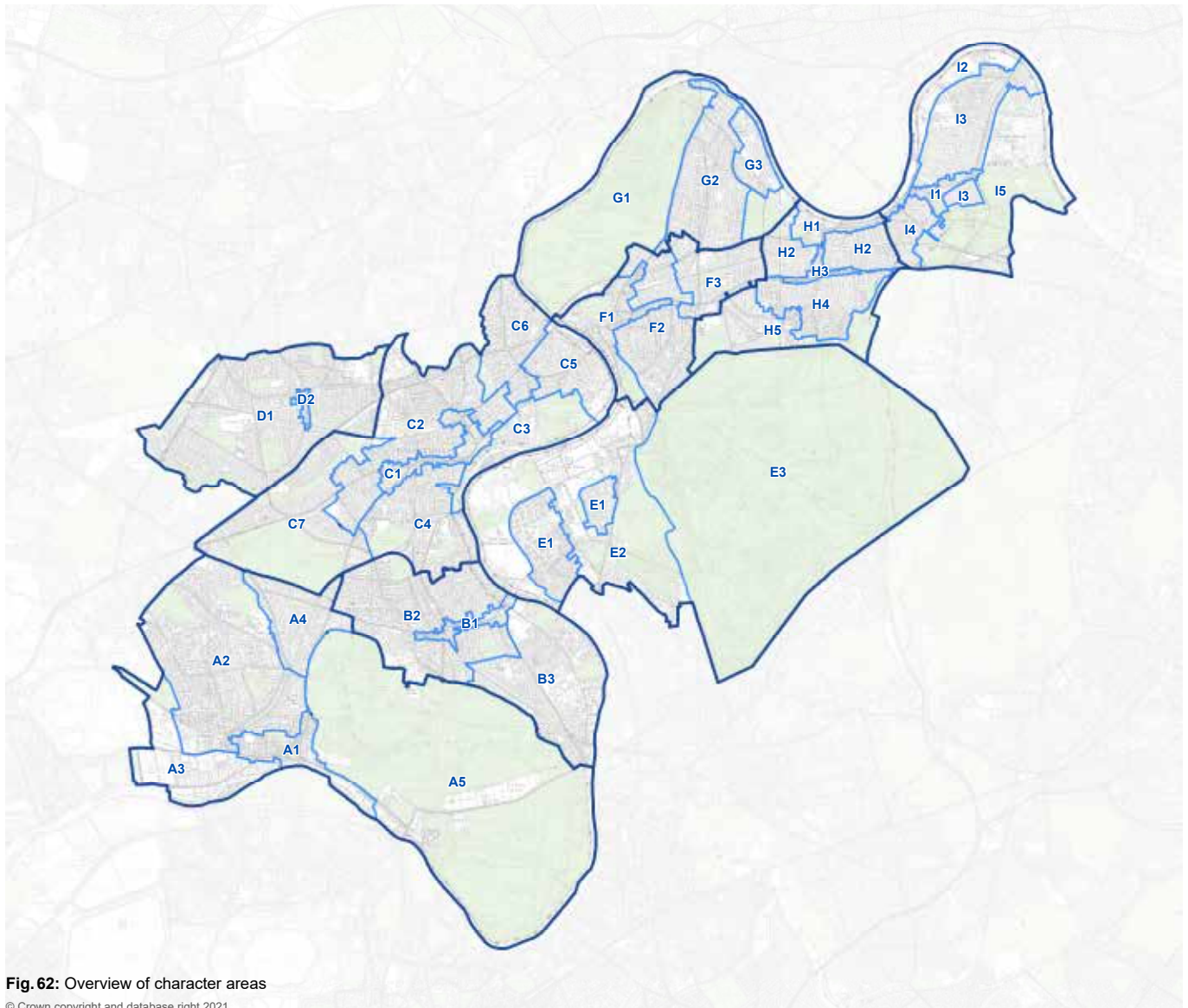
This chapter contains the character area profiles for each of the borough’s 36 character areas.

Each ‘place’ is introduced, followed by the character area profiles for the character areas within it. Each profile begins with the key characteristics of the character area, followed by valued features and negative qualities. Please note these aspects aim to capture the key aspects of character, at high level.

The key existing building types are noted. An overview with more detail on these building types is contained in [Appendix D](#).

An overview of the area’s sensitivity is provided. Please note these are high level judgements based on overall character. In reality, sensitivity will vary on a site to site basis. ‘High’ sensitivity does not necessarily mean no development at all can happen, but it highlights areas where extensive change is unlikely to be appropriate and where the design of any new development should be especially sensitive. Likewise ‘low’ sensitivity does not mean that development can or should happen, but that the character of the area may be enhanced through positive change. Each development site should be assessed on a case by case basis.

## Character areas



**Fig. 62:** Overview of character areas

© Crown copyright and database right 2021

A1	Hampton Historic Centre.....	62	E2	Ham Common and Riverside .....	142
A2	Hampton Residential .....	66	E3	Richmond Park .....	146
A3	Hampton Waterworks .....	70	F1	Richmond Town Centre and Riverside.....	152
A4	Hampton Hill Residential .....	74	F2	Richmond and Richmond Hill Residential.....	156
A5	Hampton Court and Bushy Park.....	78	F3	North Sheen Residential .....	160
B1	Teddington Town Centre .....	84	G1	Kew Gardens and Riverside .....	166
B2	Teddington Residential.....	88	G2	Kew Residential.....	170
B3	Hampton Wick Residential.....	92	G3	East Kew Mixed Use .....	174
C1	Twickenham Town Centre and Green .....	98	H1	Mortlake Riverside .....	180
C2	Twickenham Residential.....	102	H2	Mortlake and East Sheen Railwayside .....	184
C3	Twickenham Riverside .....	106	H3	East Sheen Town Centre.....	188
C4	Strawberry Hill Residential .....	110	H4	East Sheen Residential.....	192
C5	East Twickenham Residential.....	114	H5	East Sheen Parkside.....	196
C6	St Margarets Residential.....	118	I1	Barnes Centre .....	202
C7	Fulwell and West Twickenham Residential.....	122	I2	Barnes Riverside.....	206
D1	Whitton and Heathfield Residential.....	128	I3	Barnes Residential .....	210
D2	Whitton High Street.....	132	I4	Barnes Bridge Residential .....	214
E1	Ham and Petersham Residential .....	138	I5	Barnes Common and Riverside .....	218

## A Hampton & Hampton Hill



Fig. 63: Prospect Place on Hampton Hill High Street sits amongst other commercial and mixed uses

### Summary

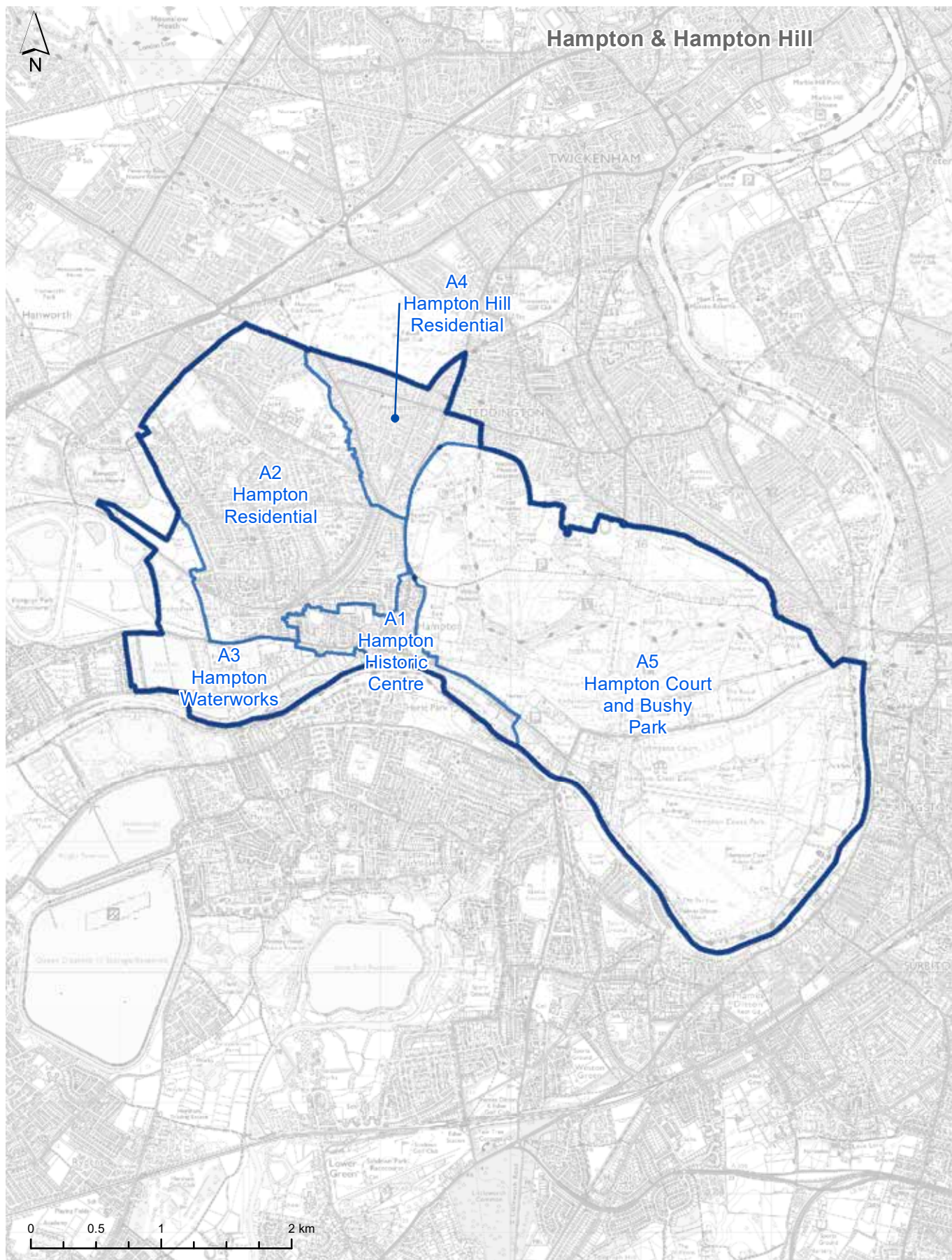
Hampton's Anglo-Saxon origins are noted in the Domesday Book. By 1540 Henry VIII had developed Hampton Court as his palace. In 1801 the village of Hampton was still a few streets centred on St Mary's Church. The Enclosure Act of 1811 saw gradual development in the area, including Hampton Hill on part of Hounslow Heath. The railway arrived at Hampton Court in 1849 and Hampton in 1864, with trams coming to Hampton in 1903. Most development has been to the north of the railway station - in Hampton Residential and Hampton Hill Residential.

The setting of the area is largely defined by its river frontages with the Thames and the Longford, the open space of Bushy Park and the nationally significant Hampton Court Palace and gardens.

### Key changes and trends

- Hampton is an established settlement with a significant amount of intact housing, with little change expected.
- Local Centres at Station Road and Thames Street, Hampton; and High Street, Hampton Hill.
- Hampton Nursery Lands Local Parade - site allocation.
- Wensleydale Road Neighbourhood Centre.
- Platts Eyot site allocation.





**Fig. 64:** Place [A Hampton & Hampton Hill](#) character areas plan

© Crown copyright and database right 2021

## A1 Hampton Historic Centre



Fig. 65: High quality red brick shop front terraces on Station Road

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Hampton Historic Centre encompasses the heart of the old village of Hampton, defined by Hampton Village Conservation Area and extending west along the Thames to include Platt's Eyot.

**A well-defined and distinctive area**, centred around four main roads, with the buildings along these presenting a grand frontage. The historic core centred around St Mary's Church maintains a village feel but is now less well defined due to infill of less sympathetic modern development and wider/busier roads.

Hampton's origins as an Anglo-Saxon parish and river crossing are noted in the Domesday Book. The area's development has been, in part, defined by its proximity to Hampton Court Palace. The riverside along Thames Street historically supported a host of small industrial and commercial activity until the development of Hampton Station in the mid-19<sup>th</sup> century initiated a shift from the historic core to Station Road, with increasingly residential land uses appearing.

**A suburban, green sense of place and links to the river.** Despite few open green spaces within the area itself (except Hampton Village Green and Beveree Wildlife Site), green spaces bordering the area, including Bushy Park and Hampton Court Palace contribute to a suburban quality. Views from Thames Street over the river to the less-developed south bank and Hurst Park are also important. Several slipways and

landing stages form frequent breaks in the development along Thames Street that facilitate views of the River and reflect its historic relationship with the town. Some recreational waterfront uses include skiff hire points, Hampton Canoe Club, Garrick's Lawn.

**Irregular urban grain, reflecting the development of the area through different historic periods** and its changing functions. Houses are generally terraced south of Station Road, (semi-)detached elsewhere. The network of residential streets is punctuated by several, larger developments. These include institutions like Twickenham Prep School and former and current industrial buildings like those behind Mount Mews.

Two inhabited islands, Platt's Eyot (a conservation area) and Tagg's Island. The former initially developed as a site for fishing before being utilised as a boatyard, supporting the construction of WWI torpedo boats. The Eyot is characterised by low-density industrial buildings.

**High quality architecture and a prevailing historic character.** Many buildings remain from the 18<sup>th</sup> and 19<sup>th</sup> century. Along Church Street, varied scales and heights range from 2 to 4-storeys. A cluster of listed buildings include No. 2 and Orme House. 20<sup>th</sup> century buildings are interspersed through the character area, e.g. north west of Station Road and north of High Street. These are generally of a similar scale and height to the historic buildings (2-3 storeys) but inconsistent with the vernacular and quality. Further away from the river along High Street, buildings are mostly set back from the road, where older mansions exist in generous, walled gardens e.g. Daubeney Place.

**The area now serves a mostly residential function though there are local centres at Station Road and Thames Street.** Many buildings retain their former architectural details and traditional, now unmarked, frontages. A few shops, restaurant, pubs and services persist in the local centres, including the Jolly Coopers pub, and communicate the former sense of character. Station Road local centre supports small, independent shops and services, decorated with vibrant shop fronts and signage. The former industrial usage of the waterfront remains in a diminished form, with a few small businesses between Thames Close/Benn's Alley.

Key landmarks include: The grade I-listed Garrick's Villa and Shakespeare Temple, St Mary's Church tower, the Bell Inn and other buildings of townscape merit on Thames Street and the south end of the High Street.



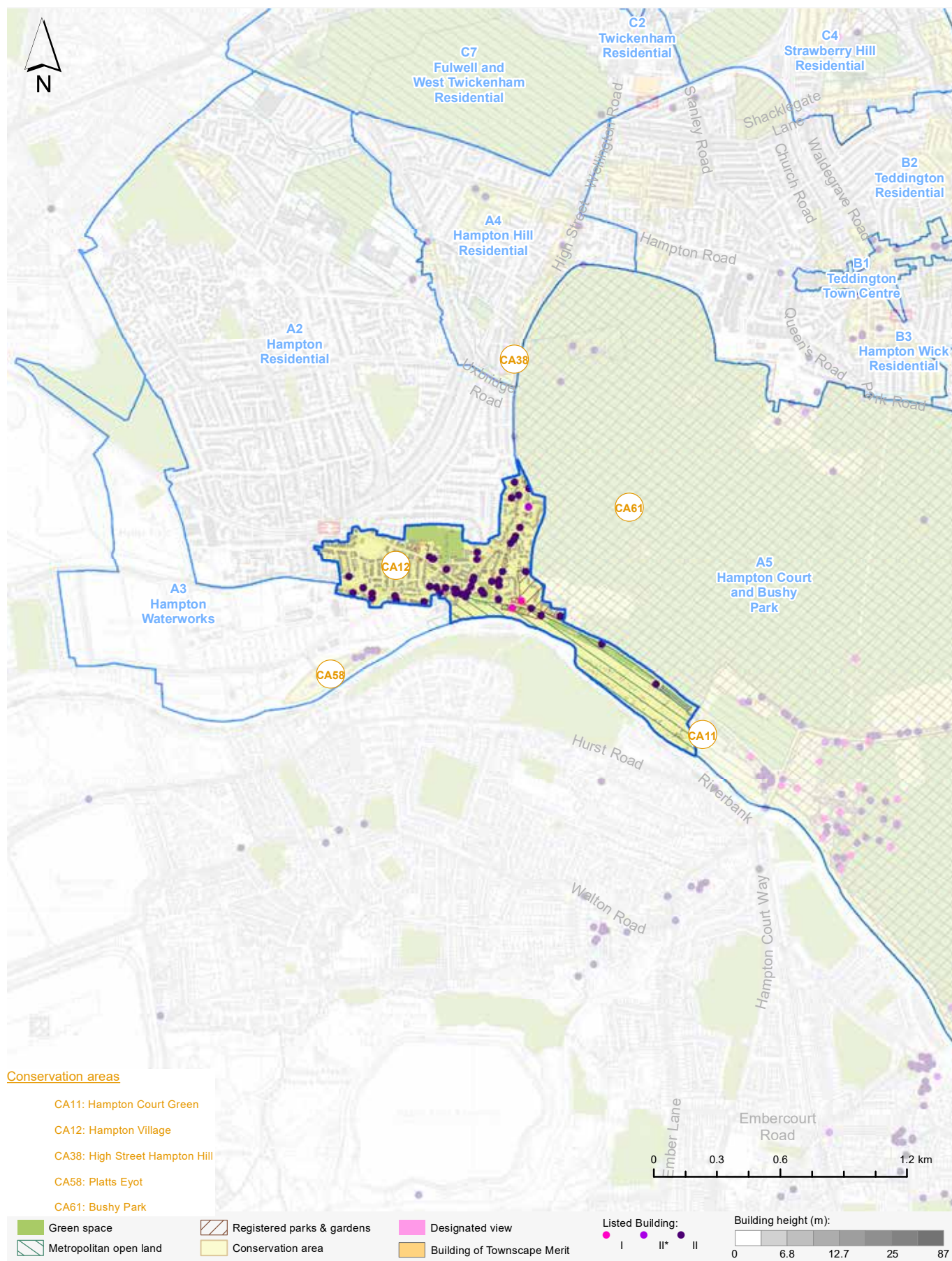


Fig. 66: A1 Hampton Historic Centre character area plan

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Historic character along the main streets conveys a sense of depth and identity as well as contributing an element of interest and high-quality architecture.
- Relationship with the river, through preservation of views and alleyways, is integral in communicating the area's heritage and green/blue network.
- High building quality through details and materials.
- Village Green contributes a localised sense of openness and provides a space for neighbourhood-scale recreation, and other open spaces in the area including Beveree Wildlife Site.
- Station road local centre, with high-quality buildings and interesting shops.
- Trees and mature vegetation, which give the area a leafy and suburban feel e.g. around Twickenham Preparatory School and the buildings around High St Church St junction.
- Garrick's Villa, grade I building and grade II Registered Park and Garden which includes grade I listed Shakespeare's Temple. The original Hampton House was acquired by the actor David Garrick in 1754. The gardens are typical 18th century landscape style, thought to have been designed by Lancelot Brown.
- Many valued views and vistas including:
  - views of St Mary's Church as a recognisable feature within the historic core;
  - views from Thames Street, over the River to the less-developed south bank and Hurst Park;
  - views from St Mary's Church across the river;
  - views within, from and to Garrick's Villa Registered Park and Garden including the grade I listed Garrick's Shakespeare Temple;
  - view towards White Lodge from Bushy Park.



Fig. 68: Grade II listed 2-6 Thames Street

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Modern, less sympathetic buildings sometimes undermine historic character of the village core and reduce the cohesiveness of the streetscape e.g. the community hall complex is low-rise and extensive, not in keeping with character of the historic core.
- Loss of traditional architectural features due to unsympathetic building alterations gradually undermines the cohesiveness and quality of built character.
- Prominence of roads and traffic (A308, A3008, A311) through the historic streetscape creates a lack of pedestrian space/little space for trees/outdoor furniture. The road severs the historic relationship with the river and undermines the tranquil, riverside/suburban setting.
- Riverside is increasingly privatised.



Fig. 69: The well-used Hampton Village Green



Fig. 67: The historic St Mary's Church and the Bell Inn behind, form the core of the area

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Suburban semi-detached
- Detached
- Villas
- Low-rise apartments
- Mansion blocks
- Shop front terraces
- Pubs
- Churches
- Small-scale light industrial

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Hampton Historic Centre has a high sensitivity to change, and extensive change is not appropriate.

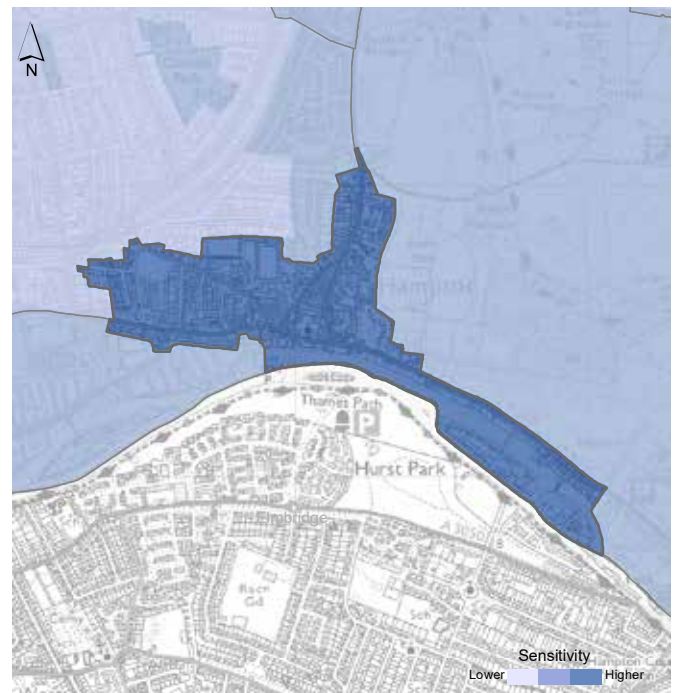
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig. 71:** View from Garrick's Villa Registered Park and Garden to the grade I listed Shakespeare Temple and along the River Thames



**Fig. 70:** Locally listed old police station on Station Road



**Fig. 72:** Hampton Historic Centre sensitivity plan

© Crown copyright and database right 2021



## A2 Hampton Residential



**Fig. 73:** Street trees, grass verges and front gardens bordered by intact boundary walls creates a suburban feel

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Hampton Residential consists of the predominantly 20<sup>th</sup> century development north of Hampton Railway Station. Open spaces, grass verges, trees, and several large schools in grounds, contribute to a green, suburban character. There is a gradual transition to the Hampton Hill Residential character area to the east.

Whilst the original village of Hampton originated at the riverside (in [A1 Hampton Historic Centre](#)), Hampton Residential consisted of nurseries, market gardens, farmland and open land until the 18<sup>th</sup> century. Development steadily increased through the 19<sup>th</sup> century following the opening Hampton Station in 1864, though **more development took place in the early 20<sup>th</sup> century** when trams arrived. Council housing was built on open land and the former nurseries were developed for housing. The heritage of the area is reflected in the names of estates such as The Nurserylands Estate.

**A suburban character** of informal, leafy streets and spacious layout of mostly low-rise buildings. It is predominantly formed of residential streets, but these are punctuated by several larger, commercial developments and large schools in grounds, such as Hampton School and Lady Eleanor Holles.

**A sense of openness and green**, from large street trees, intact boundary walls, large good quality houses with

generous front and back gardens, and grass verges. The topography gently rises northward, influenced by its situation within the Thames Valley. Bounded by two rivers - the Thames and the Longford - they create corridors of green/blue connectivity that contribute to the wider sense of openness. Several open spaces, include Hatherop Park and Bushy Park on the edges of the character area, and Hampton Common, Carlisle Park and several small greens. Much of the open space is designated as Green Belt or Metropolitan Open Land.

**A varied layout of streets**, which tend to follow a more regular, gridded structure towards the south and historic core, and are more meandering to the north within 20<sup>th</sup> century housing estates. The apparent partitioning of different townscape layouts corresponds to former parcels of open land that were sold off for development one-by-one and the subsequent infilling of the nurseries. Queenswood Estate is an example of this variation in a localised context, with four 3 storey apartment blocks standing adjacent to a series of bungalows and short terraces.

**Buildings are consistent in scale and height of 2-3 storeys.** Occasional areas of taller flats (4 storeys) such as at Station Road are localised. Houses are predominantly inter-war, although several clusters and rows of high-quality Edwardian buildings exist, notably along Acacia Road. The Hanworth Road Conservation Area forms a distinctive part of the character area of mostly late 19<sup>th</sup> century houses. The mixture of house styles and ages adds some variety to the character. Houses are often detached or semi-detached, the spaces between houses offering glimpses through to trees and vegetation in back gardens, enhancing sense of green.

**Local parades of shops** often interspersed with rows of houses e.g. at the eastern end of Priory Road, and add variety, a sense of community feel and local distinctiveness. Wensleydale Road neighbourhood centre and Station Road West form a small commercial cluster around the railway station, including consistent 1920s shopfronts on Wensleydale Road.

**Hampton is poorly connected relative to other London districts** and Hampton Station is the nearest train service. There is a high dependence on cars.

**Key buildings and landmarks include:** the large schools in grounds (notably Hampton School and LEH), Hampton Common, Hampton Station, higher concentration of buildings of townscape merit along Nightingale Road and Broad Lane.



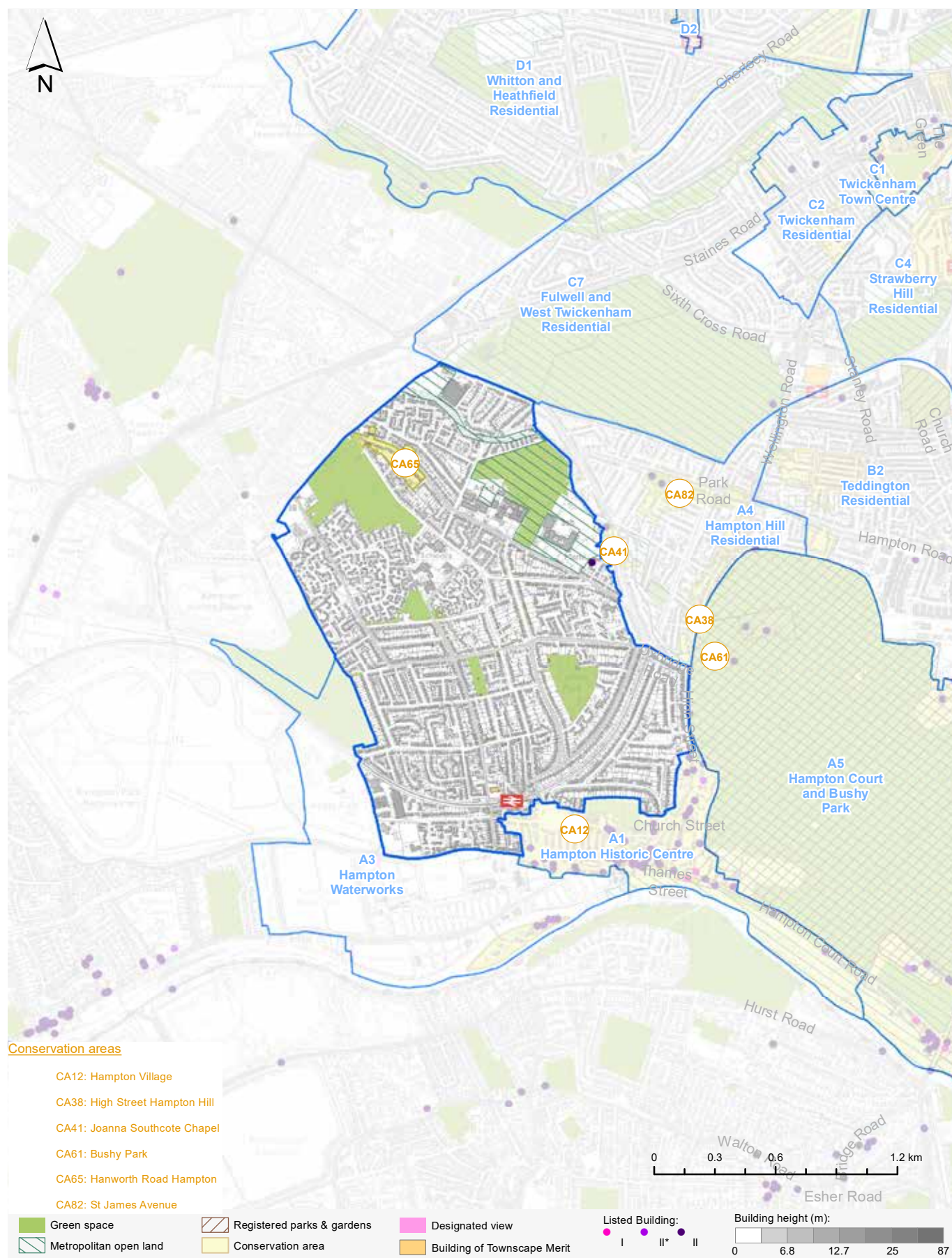


Fig. 74: A2 Hampton Residential character area plan

© Crown copyright and database right 2021.

## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The network of green spaces, river corridors, grass verges and street trees contribute a suburban, open feel.
- Larger areas of green space, mostly OOLTI, including school playing fields and Carlisle Park, contribute to a sense of openness throughout the area and are of local recreational value.
- The recreation and biodiversity value of the green infrastructure network, including Oak Avenue Local Nature Reserve, Hampton Common and Hampton Cemetery SINC.
- Mature trees, such as the row of distinctive plane trees along Wensleydale Road, which break up the built form of the area.
- The well-kept and maintained streetscape, where front boundary walls are intact, green front gardens and clear pavements.
- Peaceful, residential character from the absence of any major through roads.
- Buildings of townscape merit, of pre-20<sup>th</sup> century origin, such as those at the southern end of Nightingale Road and the four large houses on Priory Road.
- Small parades of shops interspersed within the residential area, valued for their community function and for providing a sense of colour and diversity.



**Fig. 76:** High quality Victorian brick detached house on Percy Road - building types and styles have diversity across the character area

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Overall, a lack of distinctiveness or identity, particularly within the larger 20th century housing estates where there is little variety and legibility. Many are inward looking and link poorly to each other. Potential to bring more of the former nursery character, for example in use of planting species.
- Few local landmarks and no clear centre or hub.
- Poorly connected, with a relatively poor PTAL rating of 1b across the majority of the area.
- Poor boundary features such as fencing affect the perception of a high quality suburban area (e.g. high fences in Oldfield Road and inconsistent and overly high boundary walls in the Queenswood estate area).
- Some unsympathetic dormers and extensions.
- Local parades of shops are in variable condition, with some deteriorating shop fronts (e.g. around Station Approach), many of which have lost original details.
- Sainsburys and commercial development around Hampton Square, which is poor quality.



**Fig. 77:** The edge of Hampton Common, viewed from Green Lane, has a suburban and natural character



**Fig. 75:** Hampton School, bordered by trees and vegetation is a notable landmark



## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Suburban semi-detached
- Detached
- Low-rise flats
- Shop front terraces
- Schools and education



**Fig. 78:** The Longford River provides a green corridor through the northern part of the area



**Fig. 79:** Local parade of shops on Priory Road - traditional shop fronts add colour, character and local distinctiveness

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

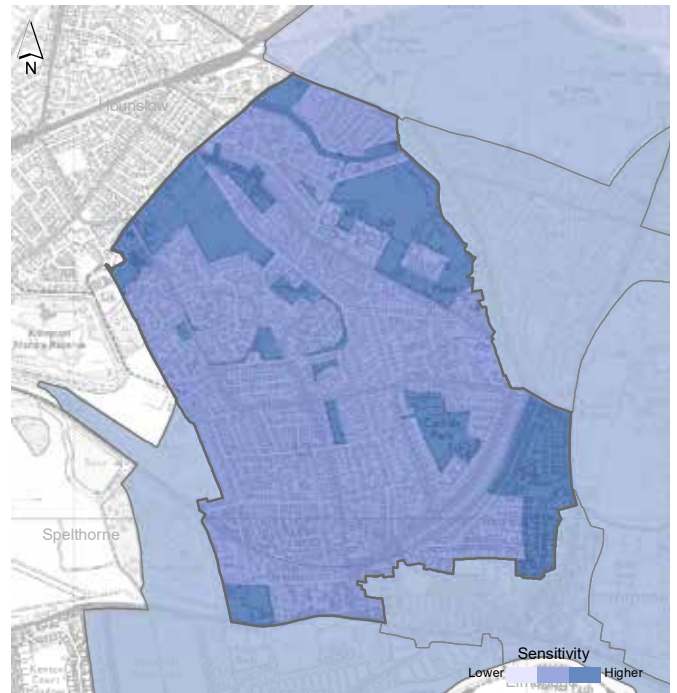
Overall, Hampton Residential has a medium sensitivity to change, with the potential for positive change which is sympathetic to the area's valued features.

The cumulative impact of loss of boundary features and deteriorating quality of buildings reduces the sensitivity of the area, in combination with a relatively weak character overall. However, aspects such as the consistency of built form scale, suburban character and sense of green increase its susceptibility to change.

Open spaces including river corridors are highly valued features and therefore highly sensitive to change.

There may be opportunities for change within the defined Areas of Mixed Use (including defined local parades, neighbourhood centres and local centres). There may also be opportunities in the vicinity of the railway station. Any new change should carefully consider its design to fit into its surroundings.

The area is unlikely to be able to accommodate buildings over 4 storeys owing to its suburban character and low prevailing building heights which are generally 2-3 storeys.



**Fig. 80:** Hampton Residential sensitivity plan

© Crown copyright and database right 2021



## A3 Hampton Waterworks



**Fig. 81:** Open reservoirs visible through palisade security fencing from Upper Sunbury Road

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

This character area forms the south-western boundary of the borough with Surrey and is dominated by the infrastructure of Hampton waterworks including pump houses, reservoirs and filter beds.

**This area is largely unbuilt but is dominated by infrastructural influences** including the busy Staines Road East/Upper Sunbury Road and the extensive fencing around the operational reservoirs and pump house buildings.

**Hampton Waterworks was built in the mid 19<sup>th</sup> century** after the Metropolis Water Act of 1852 made it illegal to take drinking water from the then heavily polluted tidal Thames. Development of the site continued into the 20<sup>th</sup> century with the last reservoir and filter beds built in 1938. The site now provides approximately 30% of London's mains water.

**Open views across the reservoirs**, allowed by the palisade fencing but overall there is little visual or physical connection to the River Thames which forms the southern boundary.

**Extensive scrubby vegetation and even some trees on the embankments of the reservoirs**, unlike many operational reservoir sites. In combination with dense trees along the main roads, this lends a rural feel, despite the proliferation of security fencing which is

evident. The reservoirs are a rare example of integration of nature conservation aims within an operational site. In particular, the grassland between the reservoirs are among the most diverse and rich in the borough containing several chalk grassland species scarce in London and contributing to a designation as a Site of Metropolitan Importance for Nature Conservation.

**Few buildings**, as the majority of the main large historic buildings associated with the operation of the waterworks are located further to the east within the adjacent Historic Hampton Centre character area. However, there are some buildings which are brick built in a simple municipal form generally with flat or low pitch roofs.

**Hyde Field open space**, to the north of Upper Sunbury Road, presents a rural open space character with natural feeling vegetation which extends into neighbouring Surrey. This open space includes a number of recreational facilities including a football pitch and rifle club surrounded by woodlands.

**A historic narrow gauge railway** providing coal to the waterworks was closed in the late 20<sup>th</sup> century. However, this has recently been re-opened as a tourist steam railway service.

**Hatherop Park**, and an extensive area of allotments lie to the north of the railway leading from Hampton to Kempton Park and Sunbury. Hatherop Park recreation ground extends into LB Hounslow, and includes a natural conservation area with mature vegetation alongside football pitches, multi-sports areas and a playground. A densely planted boundary divides the space from a series of pitches at Twickenham Rugby Football Club in Hounslow.

**The whole of the character area is designated as green belt**, designed to limit the urban growth of London and prevent loss of valuable green space. The majority of the area also sits within the Thames Policy Area which protects the overall character of this important river corridor.

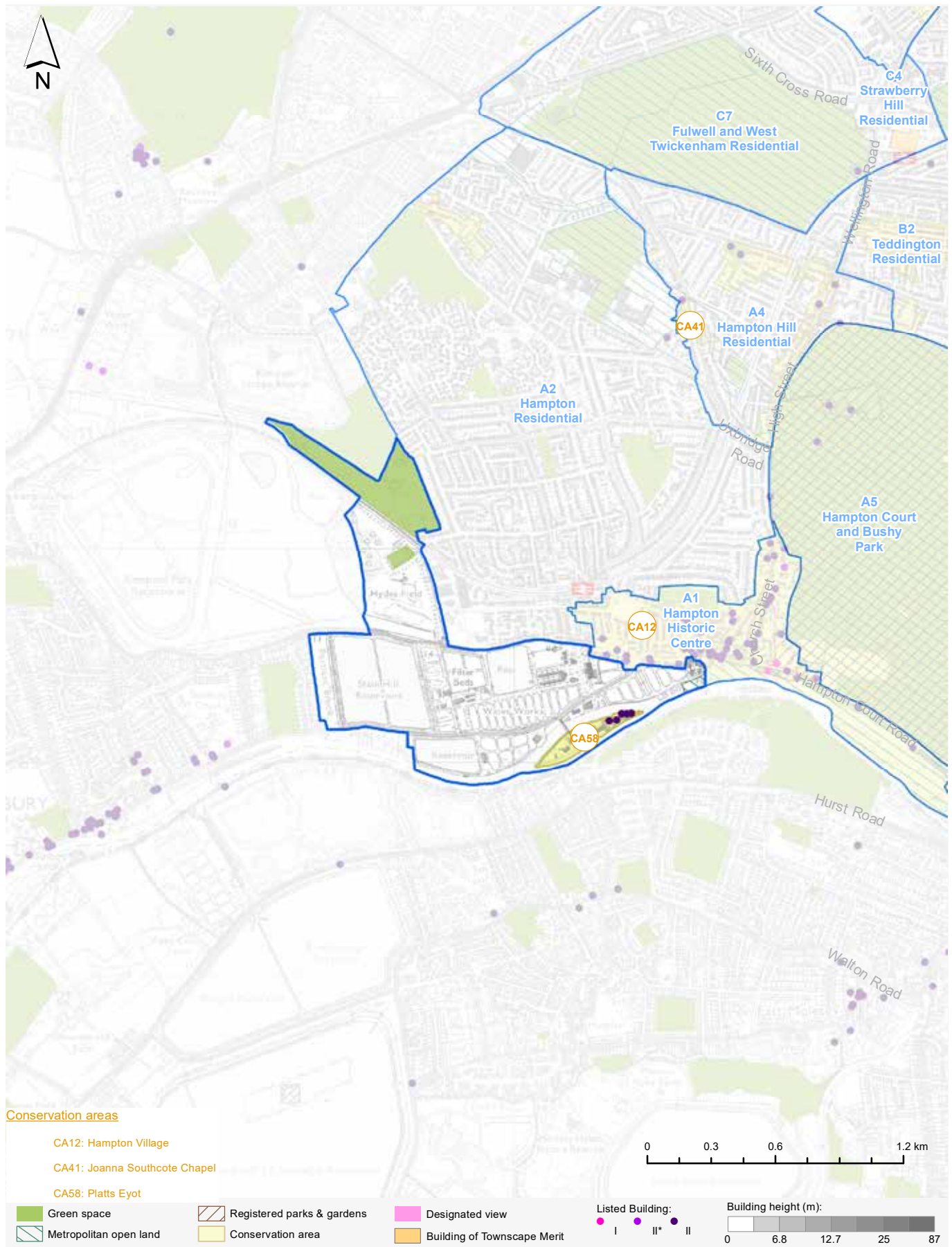


Fig. 82: A3 Hampton Waterworks character area plan

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The local recreational amenities of Hatherop Park, the adjacent allotments and Hydes Field.
- The openness of the reservoirs retaining an open and rural character to much of the area despite the necessary infrastructural development. This particularly includes open views across the Grand Junction Reservoir and adjacent filter beds.
- The area is of a high nature conservation value, particularly for birds with the large open expanses of water and with areas of grassland including locally rare chalk grassland species.
- Distinctive suspension bridge crossing the River Thames to Platt's Eyot, built in the early 20th century.
- Rural character of views towards Platt's Eyot and looking downstream from the suspension bridge contrasts the historic industrial development of the island.



**Fig. 83:** Distinctive early 20th century suspension bridge over the Thames to Platt's Eyot



**Fig. 85:** Dense trees and vegetation along main roads creates a rural feel

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Limited public accessibility to the majority of the area.
- Proliferation of security fencing which lends an urban and industrialised feel to an otherwise quite rural character.
- Busy traffic along the main road bisected the area - Staines Road East/Upper Sunbury Road.
- Limited visual and physical connectivity with the River Thames due to the siting of the extensive private reservoir site along the Thames northern bank.
- Limited visibility along some stretches due to the elevated grassed embankments that enclose the Stain Hill reservoirs in the west of the area.
- Some boundaries are in a poor condition with a lack of maintenance of signage, fencing, planting and hardstanding areas.
- Unsympathetic features, such as the car park on the mainland side of Platt's Eyot, risk undermining the wider semi-rural character and views.



**Fig. 84:** Grassed banks edging Sunnyside Reservoir from Lower Sunbury Road



**Fig. 86:** Stain Hill east and west reservoirs



### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Community/leisure
- Large floor-plate commercial/retail/industrial
- Civil/transport

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to they types of changes likely to occur in the area.

Overall, Hampton Waterworks has a high sensitivity to change, and extensive change is not appropriate.

The whole of the character area is within green belt and therefore development is inappropriate. The rural character and high nature conservation value also indicate the area's high sensitivity despite being slightly reduced by intrusion of palisade fencing.



Fig. 89: Hatherop Park



Fig. 88: View along the Thames from the bank near Platt's Eyot

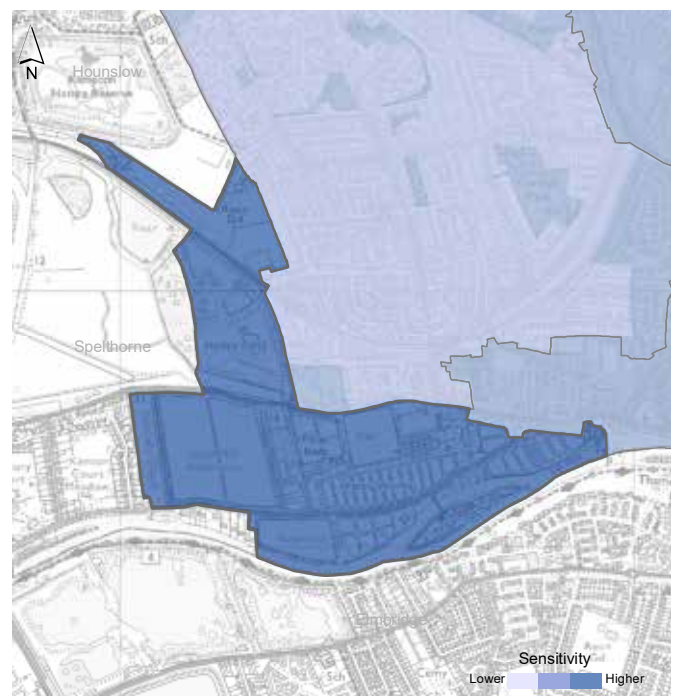


Fig. 87: Hampton Waterworks sensitivity plan

© Crown copyright and database right 2021

## A4 Hampton Hill Residential



Fig. 90: Locally listed Hampton Hill Dairy on the High Street

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Hampton Hill Residential is focussed around the High Street and includes the residential area to the west. It borders Bushy Park to the east and the Longford River to its west.

Hampton Hill developed around the High Street, a historic route between Fulwell and Hampton Village. The enclosure of Bushy Park in 1537 limited its spread north of the High Street, into what was formerly Teddington Common. The settlement was established by the mid-19<sup>th</sup> century, consisting of grand houses along the High Street and other thoroughfares such as Park Lane. Development increased following the advent of Hampton Waterworks and the railway, and further accelerated in the mid-late 20<sup>th</sup> century as large apartment developments infilled land to the north.

**Influence of high quality open spaces.** As its name suggests, Hampton Hill is situated on a northward slope, out of the Thames Valley. **Views from High Street into Bushy Park are a distinctive feature of Hampton Hill** and are integral to its sense of place. A few open spaces, such as Holly Road Recreation Ground, the Longford River corridor, and Fulwell Golf Course, form a green border, instilling a sense of rurality in parts.

**Suburban character** from the regular network of residential streets, street trees and mature gardens. The scale and spacing of the detached and semi-

detached 2-3 storey houses are mostly consistent and, with the local centre services concentrated around the High Street, a clear residential function persists across the rest of the area, with wide, leafy streets and houses set well-back. This contributes a sense of calm and openness to the area. Streets are well-kept and maintained, enhanced by planting and regular dwarf garden walls and softened by regular mature trees.

**Several areas of high quality townscape**, notably the historic core of High Street, at Joanna Southcote Chapel Conservation Area, and St James Avenue CA. Houses vary in age, type and materials. They include inter-war semi-detached houses e.g. Burton's Road, St James' Estate; clusters of late-Victorian and Edwardian houses including 3 storey houses along Park Road and St James' Avenue. Joanna Southcote Chapel CA contains a group of 1 to 2 storey, mid-19<sup>th</sup> century houses, with the former chapel still retained. Taller buildings occur in localised clusters, with several 4-storey apartment blocks around Taylor Close, Chelsea Close and Bayleaf Close, integrated behind the taller/enclosed High Street façades.

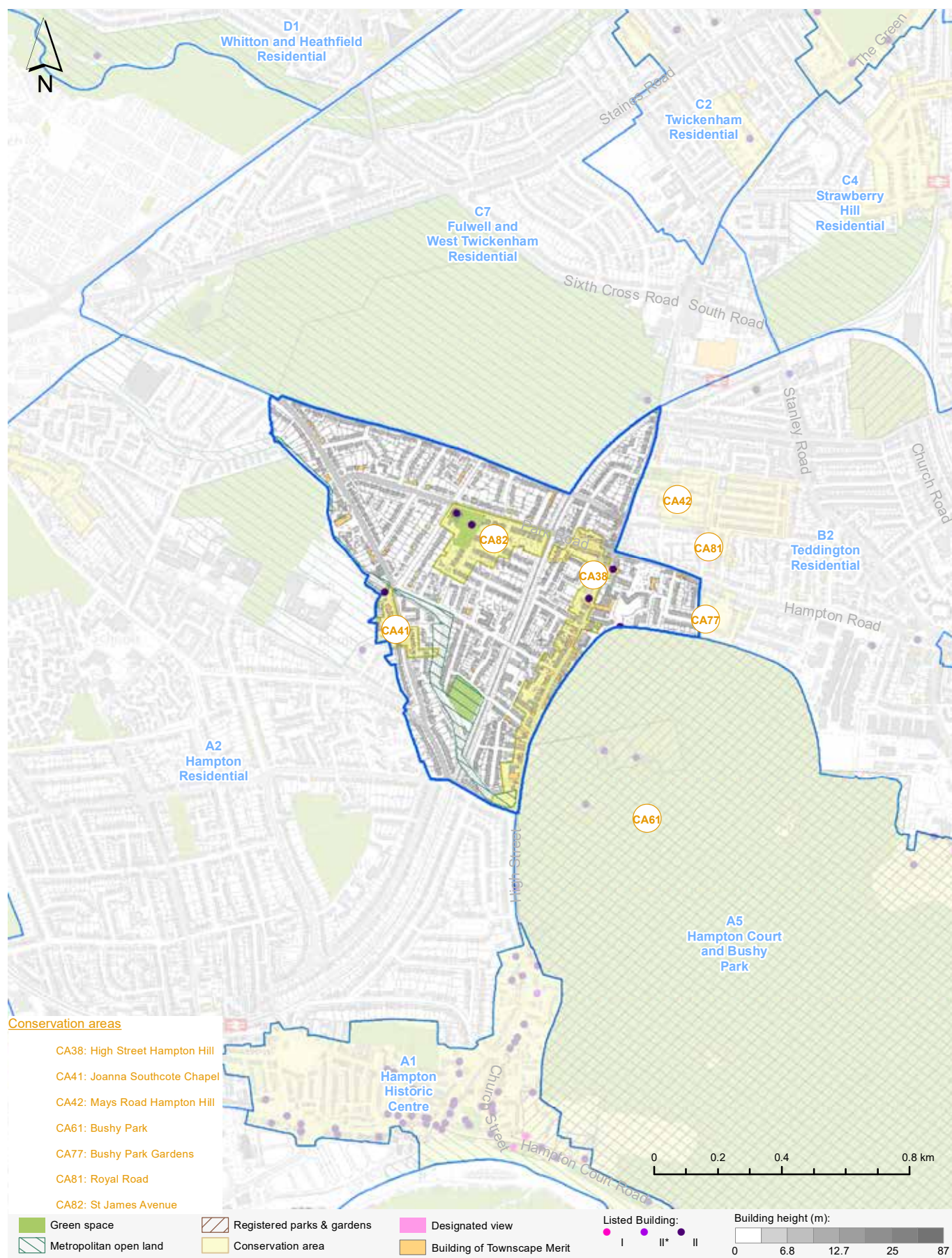
Many of the former historic buildings have since been overwritten by 20<sup>th</sup> century developments, for example along St James' Road, where the Church and Vicarage have been retained amidst the loss of several late 19<sup>th</sup> century villas, and older buildings in Joanna Southcote Chapel CA now surrounded by modern, often unsympathetic suburban developments.

**The busy local centre of Hampton Hill** has a concentration of small shops and services and a largely commercial function. The retention of older, Victorian and Edwardian shop buildings and the persistence of the Bushy Park boundary (listed, high brick wall and overhanging, mature trees) along much of the southern stretch of the street, generates a sense of history and traditional high street character. The terraced 2-3 storey buildings and narrow pavements create a sense of enclosure along the street.

Hampton Hill scores medium for its Public Transport Accessibility Level. The area is well-served by several bus routes that connect it to key town centres within the Borough, but the nearest station is Fulwell Station, north-east of the area.

**Key buildings and landmarks:** Hampton Hill War Memorial, the distinctive spire of the Church of St James (grade II listed), 167 High Street, Templeton Lodge, landscaped views into Bushy Park.





**Fig.91: A4 Hampton Hill Residential** character area plan

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Mature street trees and gardens contribute to the leafy, suburban feel.
- Overarching sense of greenness through grassed verges, garden vegetation and tree-lined boundaries of Fulwell Golf Course and the Longford River corridor.
- Closeness and access to, and views into, Bushy Park, generate sense of openness.
- High townscape quality and distinctive, historic buildings of the High Street and other conservation areas, as well as individual buildings elsewhere which contribute to a diverse and interesting streetscape.
- The High Street provides a readily accessible local centre with a range of shops, places to eat, and local businesses. Traditional, independent shops and businesses, such as Hillsound Music Shop, are of value to the sense of place and authenticity of the High Street.
- Community and leisure facilities throughout the area, such as the Greenwood Community Centre and St James' Church, are of social importance, offering recreational potential and strengthening neighbourhood ties.
- Valued views and vistas, including:
  - views from High Street into Bushy Park;
  - views from the bridge at the southern end of the High Street along the Longford River in both directions.



Fig. 94: Grand Victorian locally listed house on Uxbridge Road

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Severing effect of railway on townscape.
- Some unsympathetic, mid-late 20<sup>th</sup> century buildings undermine wider quality of High Street, especially towards east, including inconsistent shop frontages and the unsympathetic Sainsburys building.
- Lack of street trees along High Street.
- The A311 has a dominant presence with limited space for pedestrian movement.
- Some recent extensions and modifications have led to variable aesthetics.



Fig. 93: Open space at the Longford River, south of the High Street, creates a gateway and sense of separation with Hampton Residential to the south



Fig. 92: Mature plane trees and intact boundary walls along Park Road A313

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Suburban semi-detached
- Detached
- Low-rise flats
- Shop front terraces
- Community/leisure

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Hampton Hill Residential has a high sensitivity to change, owing to the high townscape value across much of the area, the consistent building heights, suburban character and sense of green.

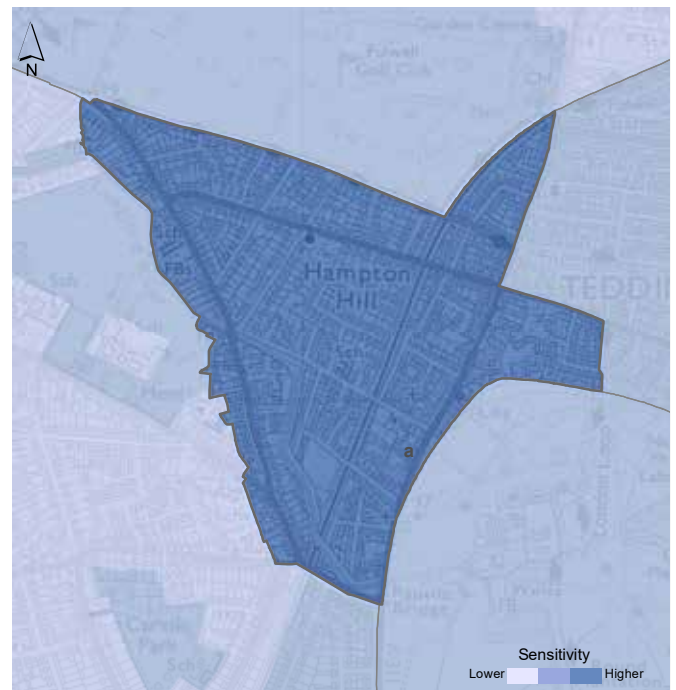
There may, however, be small areas of lower sensitivity in targeted areas where the townscape is less intact and does not reflect the positive character described in the key characteristics, such as plots on or behind the High Street.



**Fig. 95:** Grade II listed Templeton Lodge, a distinctive landmark on the High Street



**Fig. 96:** Landmark house on Wellington Road, on the character boundary with Teddington Residential



**Fig. 97:** Hampton Hill Residential sensitivity plan

© Crown copyright and database right 2021



## A5 Hampton Court and Bushy Park



Fig. 98: Grade I listed Hampton Court Palace

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

This character area encompasses the medieval royal deer park and formal designed gardens and parklands of Bushy Park and Hampton Court, and the adjacent historic development at Hampton Court Green.

**Bushy Park and Hampton Court are grade I Registered Parks and Gardens of exceptional landscape interest and quality.** Bushy Park is the second largest of London's Royal Parks and represents a classic medieval open field system, overlaid by formal 17<sup>th</sup> and 18<sup>th</sup> century avenues and watercourses. Formal gardens of Hampton Court include the world's oldest puzzle maze, the Privy Garden topiary, and the Wilderness, with 197ha of parkland beyond.

**Hampton Court was built in the early 16<sup>th</sup> century** by Cardinal Wolsey. By 1540, Henry VIII had developed the building as his palace and established 1200 acres of walled grounds, whilst the adjacent area of Bushy Park was enclosed for deer-coursing. The pleasure grounds of Hampton Court were improved by subsequent monarchs, most notably construction of the Longford River by Charles I, and the Great Parterre, Privy Gardens and Wilderness by William III in the 17<sup>th</sup> and early 18<sup>th</sup> century. Notable landscape designers transformed the grounds into a more regimented space, with greater value placed on aesthetics and planting. During the 18<sup>th</sup> and early 19<sup>th</sup> century Hampton Court

became a popular tourist destination and opened to the public in 1893.

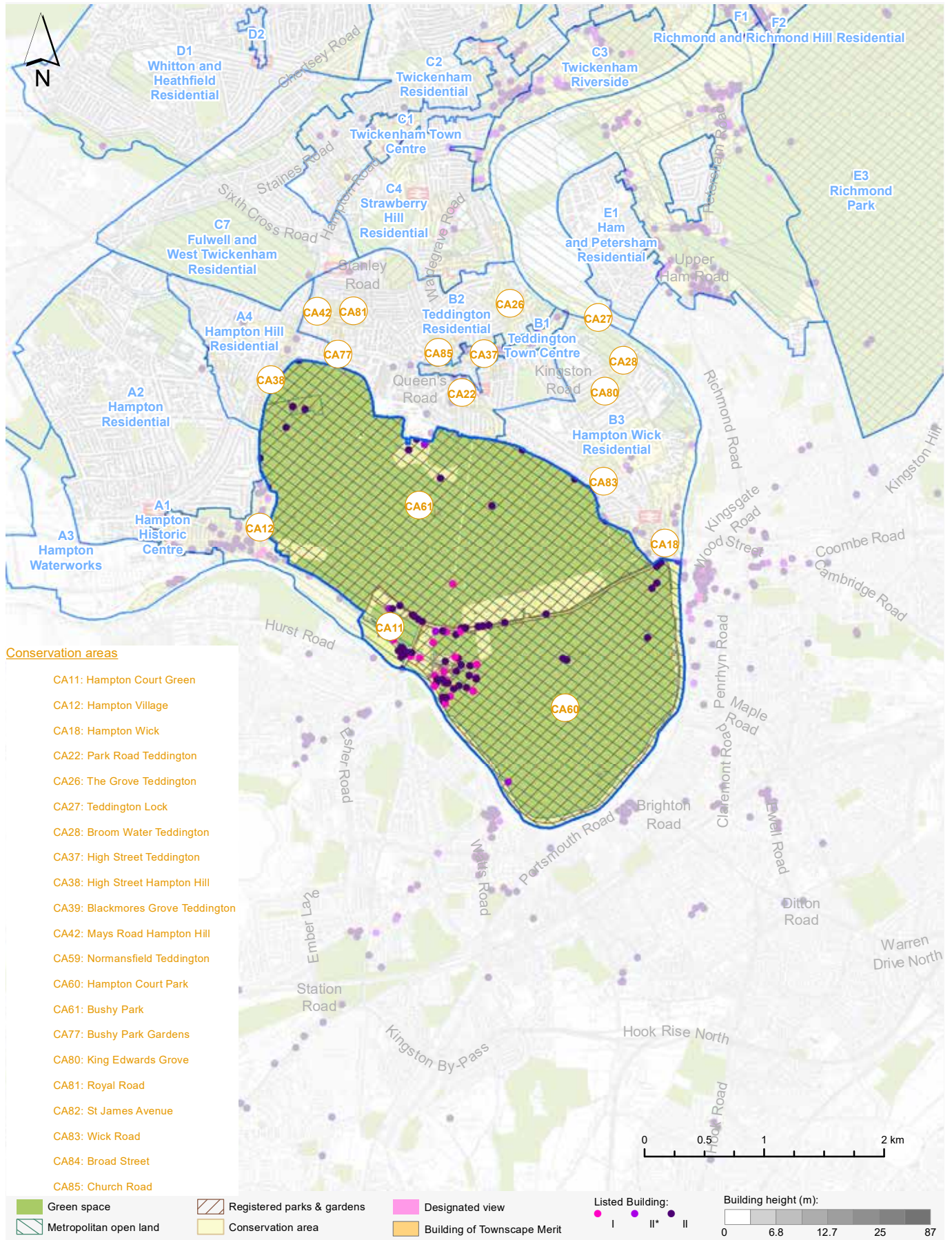
**Biodiversity and rich ecological heritage**, with nationally important areas of acid grassland, oak pasture and stands of veteran trees contributing to its status as a Site of Special Scientific Interest (SSSI). Habitats support a range of invertebrate species and herds of deer. Their scale and proximity to the River Thames corridor help in supporting a highly diverse wildlife community developed over centuries.

**Flat topography allows long framed vistas along formal avenues.** These are most prominent along the Chestnut and Lime Avenues, Longford River and the Long Canal. Views are mostly contained within the area due to high boundary walls. The absence of built development within the views contributes to a rural character despite the formally designed elements.

**Hampton Court Palace (grade I listed) and Scheduled Monument** forms a unique landmark, the Tudor Great Gatehouse in particular. It is characterised by its extensive layout of buildings and its distinctive Tudor brickwork, freestone dressings and lead tile roofing. Much of the original building work still survives, amidst subsequent alterations such as the Baroque-style developments commissioned by William III in the 17<sup>th</sup> century. The formal gardens surrounding the Palace create an attractive setting and functioned as allotments, orchards, and recreational space for the Palace's residents.

**Several early 18<sup>th</sup> century buildings** form focal points in Bushy Park. These include Bushy House, the Brew House, and Upper Lodge, and further contribute to the sense of heritage and structure of the Park. The row of 18<sup>th</sup> century buildings along the Park's southern boundary, and the listed 16<sup>th</sup> century park walls create a formal sense of enclosure.

**Hampton Court Green** Conservation Area, including a distinctive stretch of 17<sup>th</sup>-18<sup>th</sup> century residential buildings along Hampton Court Road. These include the grade II\* listed Old Court House and the grade I listed Royal Mews. The area's high architectural quality is influenced by its relationship with the Palace. Buildings are well-spaced and consistent in their grandeur and scale. Heights vary from 2 to 3 storeys. Characteristic features include long garden frontages, railings and gates, and a mixture of brick boundary walls.



**Fig. 99: A5 Hampton Court and Bushy Park** character area plan

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Bushy Park and Hampton Court, grade I Registered Parks and Gardens and conservation areas. Valued for their cultural and historic character, sense of openness, recreation and as a visitor destination.
- Value of the area as a tourist destination for recreation and events such as the annual Hampton Court Flower Show and Palace Festival.
- High, brick boundary walls are a listed feature that clearly define the boundaries of the Parks and gardens.
- Listed buildings within Parks are integral to the identity and history of the area and provide structural value to certain views.
- Numerous vistas, including formal designed views and vistas within Hampton Court and Bushy Park. Valued views and vistas include:
  - grand vistas along Chestnut and Lime Avenues towards the Diana Fountain in Bushy Park;
  - views in Bushy Park along the east-west axis through the Water Gardens and the Duke of Macclefield's Avenue towards Upper Lodge;
  - views towards the Palace along Long Water and adjacent avenues in Hampton Court Park;
  - long vistas extending beyond the park, framed by radial avenues bordering Long Water in Hampton Court Park;
  - panoramic views from Hampton Court Bridge in either direction along the Thames;
  - far-reaching view from the Privy Garden across Ditton Field towards Surrey.



Fig. 102: View north across the Diana Fountain and along Chestnut Avenue

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Dominance of traffic along Hampton Court Road has a severing effect and conflicts with the otherwise tranquil character of the area.
- Isolated cases of tall buildings in adjacent borough intruding into views within the parklands.



Fig. 101: The River Thames and Thames Path have a semi-rural character



Fig. 100: A row of historic buildings form part of the southern edge of Bushy Park

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Villas
- Mansion blocks
- Historic estate houses

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to they types of changes likely to occur in the area.

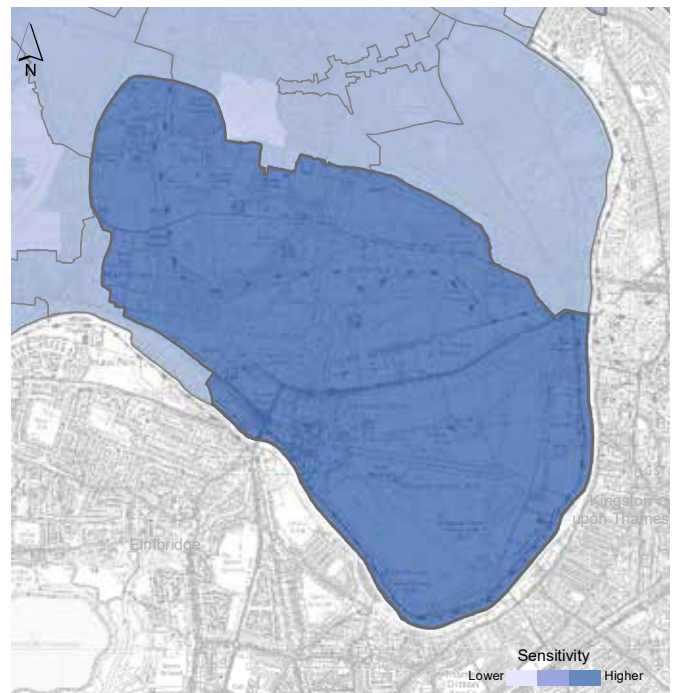
Overall, Hampton Court and Bushy Park has a high sensitivity to change. The high value and high susceptibility of the area mean that any significant change is unlikely to be appropriate.



**Fig. 104:** Grade II\* listed Old Court House on Hampton Court Road



**Fig. 103:** Mature planted trees creates a distinctive designed parklands feel



**Fig. 105:** Hampton Court and Bushy Park sensitivity plan

© Crown copyright and database right 2021



## B Teddington & Hampton Wick



Fig. 106: Two storey period housing is typical of Teddington and Hampton Wick

### *Summary*

Teddington existed as a small village from the 11<sup>th</sup> century. It was a popular place to retire for the wealthy in the 17<sup>th</sup> and 18<sup>th</sup> centuries. By 1800 the population was still under 700. Locks were built in 1811 to improve river navigation. The mid 19<sup>th</sup> century saw the arrival of the railway. Around the same time the Manor of Teddington was sold off as plots to developers. The population tripled between 1861-1871. Hampton Wick similarly expanded following Hampton Wick station in 1863. Its strategic position at the end of Kingston Bridge, meant it was historically the node for numerous routes with proximity to Hampton parish and Hampton Court Palace.

It is defined by its setting of Bushy Park and Hampton Court to the south and the River Thames to the north.

### *Key changes and trends*

- Teddington is an established settlement with a significant amount of intact housing, with little change expected.
- Teddington town centre.
- Hampton Wick neighbourhood centre.
- Stanley Road, Teddington neighbourhood centre.
- National Physical Laboratory industrial/office area.



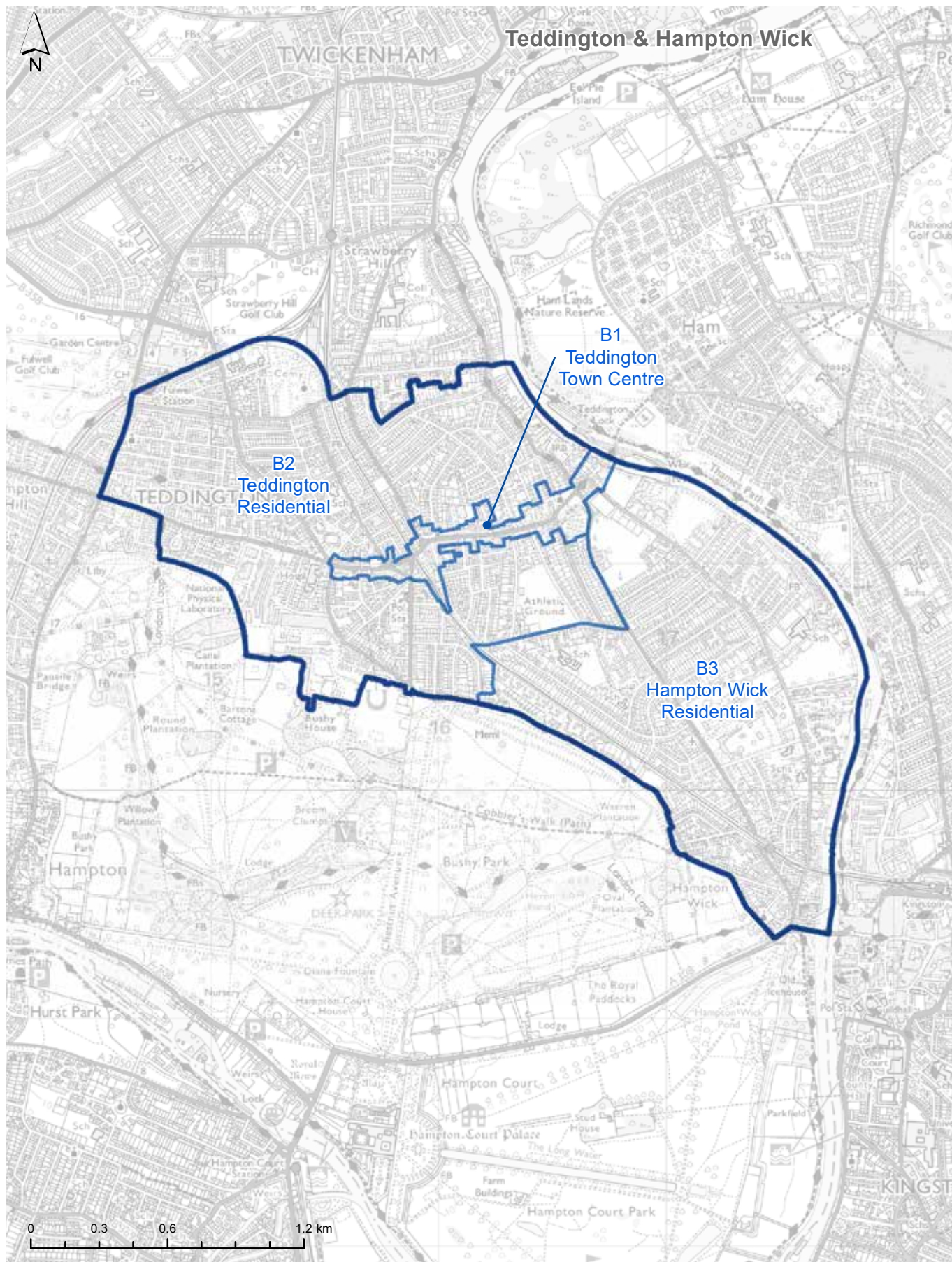


Fig. 107: Place [B Teddington & Hampton Wick](#) character areas plan

© Crown copyright and database right 2021



## B1 Teddington Town Centre



**Fig. 108:** Much of Teddington High Street is characterised by Victorian buildings up to 3 storeys with well kept and designed shop frontages at ground level.

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Teddington is a long established town centre with a mix of attractive and distinctive shop front terraces and residential buildings, stretching from Teddington Lock on the River Thames to Queens Road and Stanley Road to the west.

Teddington Town Centre broadly falls into three areas:

**The riverside**, which falls partially within Teddington Lock Conservation Area. This historic village dates from at least the Anglo-Saxon period and is centred around the 16th century St Mary's Church. While the area was mostly developed in the 18th and 19th century, including the present footbridge completed in 1888 and the grand French Gothic stone St Alban's Church which was left uncompleted in 1886.

More recent 20th and 21st century development has diminished the historic character in places, particularly around St Alban's Church which has been almost surrounded. However, Ferry Road in the riverside component of the conservation area retains a historic village character with modest scale cottages.

An attractive row of cottages built in the middle of the 18th century marks a transition towards the High Street character. These cottages represent the earliest surviving domestic buildings in the conservation area, beyond which are larger Victorian and Georgian inspired Victorian buildings. Udney Hall Gardens

to the south of St Alban's Church provides a mature community green space just off the High Street.

**The High Street**, the boundary of which is largely defined by the High Street (Teddington) Conservation Area. During the medieval period the village expanded west from the river, but the character today is a mix of Victorian and Edwardian buildings interrupted with more recent infill from the late 20th century. The later development generally detracts from the overall historic character of the High Street, although there remains a feeling of quality with interesting building details, well planned and maintained shop frontages and use of natural materials largely. There is interesting variety in building types, architectural styles, details and rooflines creating a diverse and vibrant town centre environment.

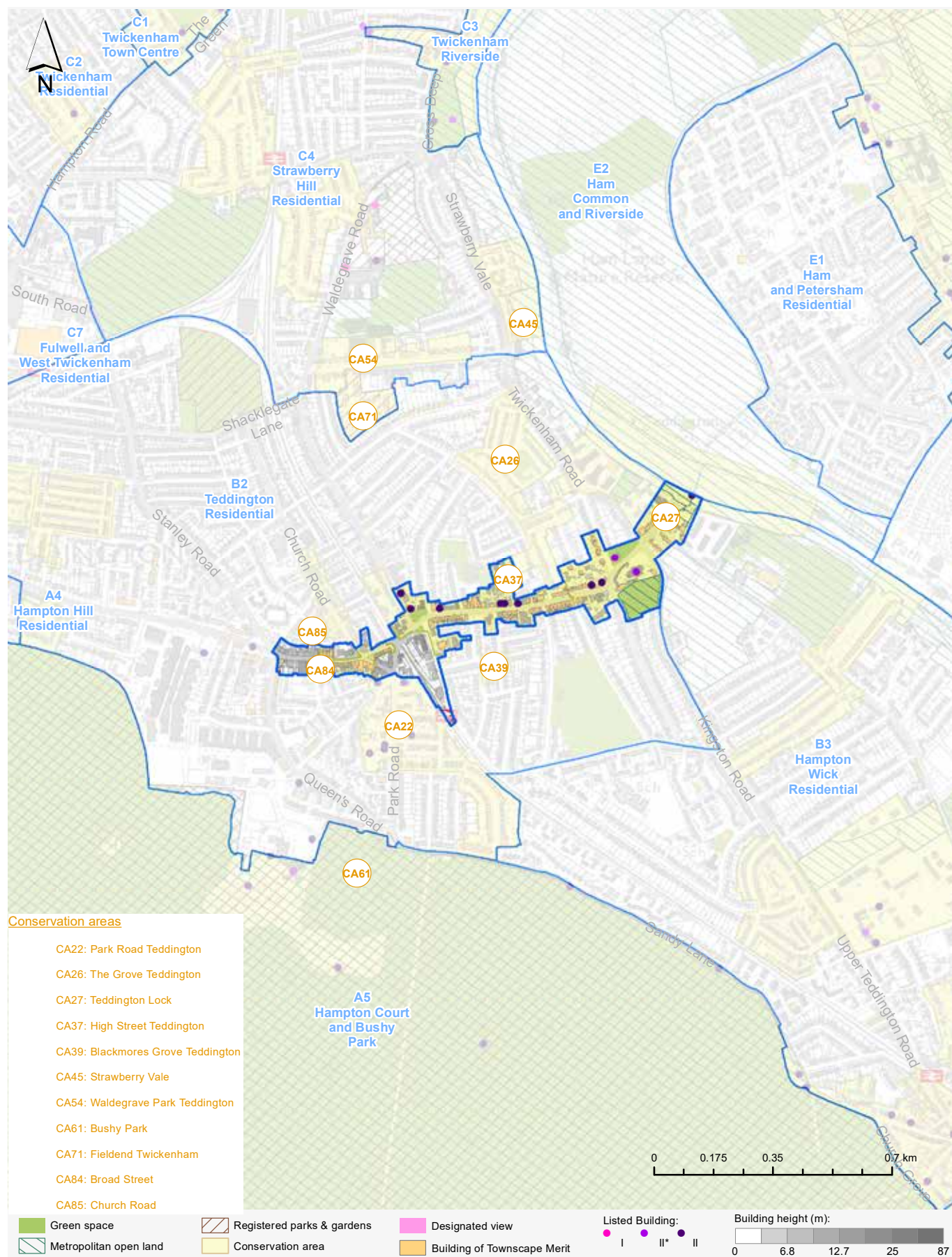
The quality of the High Street diminishes slightly towards the west, with greater numbers of modern buildings with minimal architectural detail or use of unsympathetic materials; the seven storey Harlequin House commercial tower and the impact of the wider road and increased traffic around the junction with Station Road. However, Elmfield House (grade II listed) forms a distinct landmark built in the early 18th century at the western end of the area. There are also some distinctive single storey shops in the western end.

**Broad Street** continues the town centre character beyond the railway line, partly falling within the Broad Street Conservation Area. The town centre character ends at the junction with Queens Road and Stanley Road, with this western end of a lower quality than the more historic core closer to Teddington train station. During the mid to late 20th century many historic buildings and churches were demolished and replaced with modern infill. A stone fronted bank forms a prominent landmark at the junction island at the High Street, The Causeway and Church Road.

Buildings throughout the character area are generally 3 storeys, with some smaller scale buildings close to the riverfront and some 4 storey and taller (up to 7 storey) modern developments at either end of the High Street.

The small-scale and residential character of Station Road means that Teddington train station feel detached from the town centre.

Red brick is the dominant material within the Victorian buildings over shop fronts, with a mix of bricks and render finishes in more modern and older buildings. Mature street trees in places lend a green look to sections of the town centre.



**Fig. 109: Teddington Town Centre character area plan**

© Crown copyright and database right 2021.



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The green, open space, views, and sense of escape provided by the Thames. Further sense of place and heritage generated by the landmark Teddington Lock.
- The historic, small-scale character of the riverside area, concentrated along Ferry Road and leading to the landmark Teddington Lock footbridge.
- St Mary's and St Alban's Churches (both grade II\*) mark the start of the High Street, close to the River Thames.
- The distinctive row of cottages and standalone Oak Cottage (grade II listed) built in the mid-18th century at the eastern end of the High Street which retains the character of historic Teddington village.
- The historic Kings Head pub opposite Udney Park Road built in the middle of the 19th century on the site of a brewhouse first noted in 1689.
- The grade II listed Teddington Library on Waldegrave Road, built in 1906 in an Edwardian Boroque style with distinctive symmetrical architectural details in red brick, Portland stone and slate roofs.
- The grade II listed three storey Elmfield House with a brown brick facade and red brick details built around 1720. A late 17th century brick garden wall running to the street notes the garden lost to road widening in the early 20th century.
- Distinctive group of Victorian terraced cottages along Watts Lane, glimpsed from narrow streets along the High Street.
- Landmark corner plot buildings at a number of junctions along the length of the High Street and Broad Street. Notably the Barclays Bank.
- Udney Hall Gardens provides a valuable amenity for the centre, characterised by mature trees.



Fig. 110: The Kings Head pub on the High Street

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Modern development surrounding St Alban's Church has almost fully obscured this landmark from the High Street.
- Mid to late 20th century infill development with little architectural detailing and use of some unsympathetic materials detracts from the quality and historic character of the High Street.
- New build developments between the High Street and Teddington train station, which lack interesting façades and details and in places appear out of scale to some of the surrounding context.
- The low-rise Sainsbury's plot on the junction with Langham Road occupies a prominent corner plot with a poorly maintained modern building and area of car parking.
- There are some late 20th century developments occupying prominent riverside locations detracting from the historic character.
- Large road interchanges in the western part of the area detract from the historic and relatively quiet town centre character.



Fig. 111: The 7 storey Harlequin House interrupts the historic character of the town centre



Fig. 112: Broad Street has more modern infill and more road infrastructure

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Shop front terraces
- Town centre retail
- Mid-rise mixed use
- Pubs
- Churches

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Teddington Town Centre has a high sensitivity to change, owing to the high townscape value and consistency in scale and height of existing buildings.

There may, however, be small areas of lower sensitivity in targeted areas where the townscape is less intact and does not reflect the positive character described in the key characteristics, such as the area around Station Road to the east of the railway line.



Fig. 114: Historic 19th century cottages marking the start of the High Street



Fig. 113: Udney Hall Gardens is a valuable amenity and setting to St Alban's Church

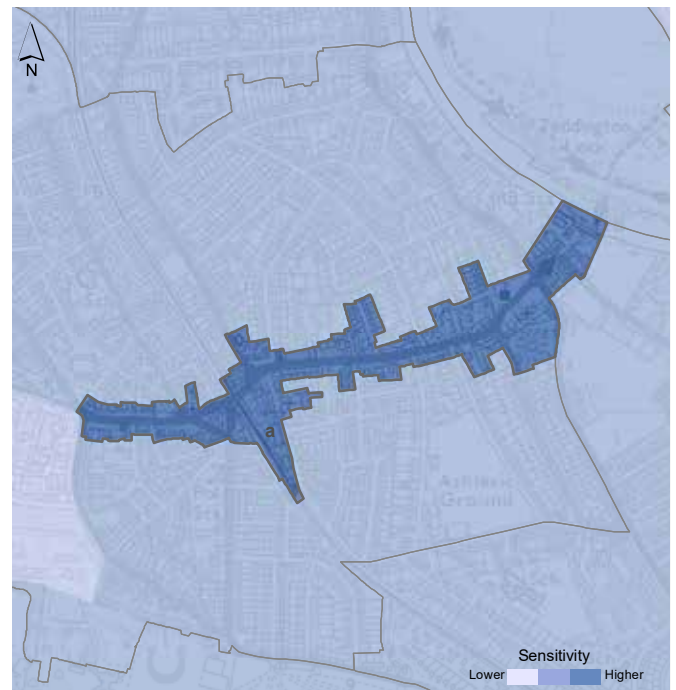


Fig. 115: Teddington Town Centre sensitivity plan

© Crown copyright and database right 2021



## B2 Teddington Residential



**Fig. 116:** High quality streetscape including 2 storey Victorian terraces on Albert Road in the Park Road Conservation Area

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Outside the town centre, Teddington is characterised primarily by Victorian and Edwardian terraced and semi-detached properties. The preservation of period architectural details gives uniformity to the historic elevations and a sense of quality to the townscape.

Teddington was first documented in the 11<sup>th</sup> century, and existed as a small village before the construction of large houses built due to nearby Richmond's growing popularity. The arrival of the tram in 1903 stimulated construction in the area around Kingston Road, and most of the urban grid and existing buildings were in place by the outbreak of the First World War.

The area is clearly defined by Bushy Park and the River Thames, with contrasting boundaries that provide a special landscape setting and frame key views.

The character area is broadly defined by terraced housing of mixed styles. Well maintained street trees and front gardens enhance a uniform street pattern. Building heights are generally 2-3 storeys, reflective of the dominant period architecture and largely residential land use. Taller, more modern developments are clustered along main routes (e.g. along Twickenham Road) and around the town centre.

The proximity of Teddington town centre and railway station provides good transport links into central

London. The station itself is grade II listed, around which a tight street grid layout is characterised by late Victorian and early Edwardian properties.

The streets are predominantly quiet, with the exception of the broad Twickenham Road, which has a high volume of traffic, and the A313, which connects the town centre to the west.

The Grove Conservation Area is a distinctive inter-war residential development that is formed by groups of three to four terraced buildings. A mock Tudor-style development was added at a later date. The development is structured around Grove Gardens, a secluded green open space that incorporates a bowling lawn and is characterised by mature cedar trees around its perimeter.

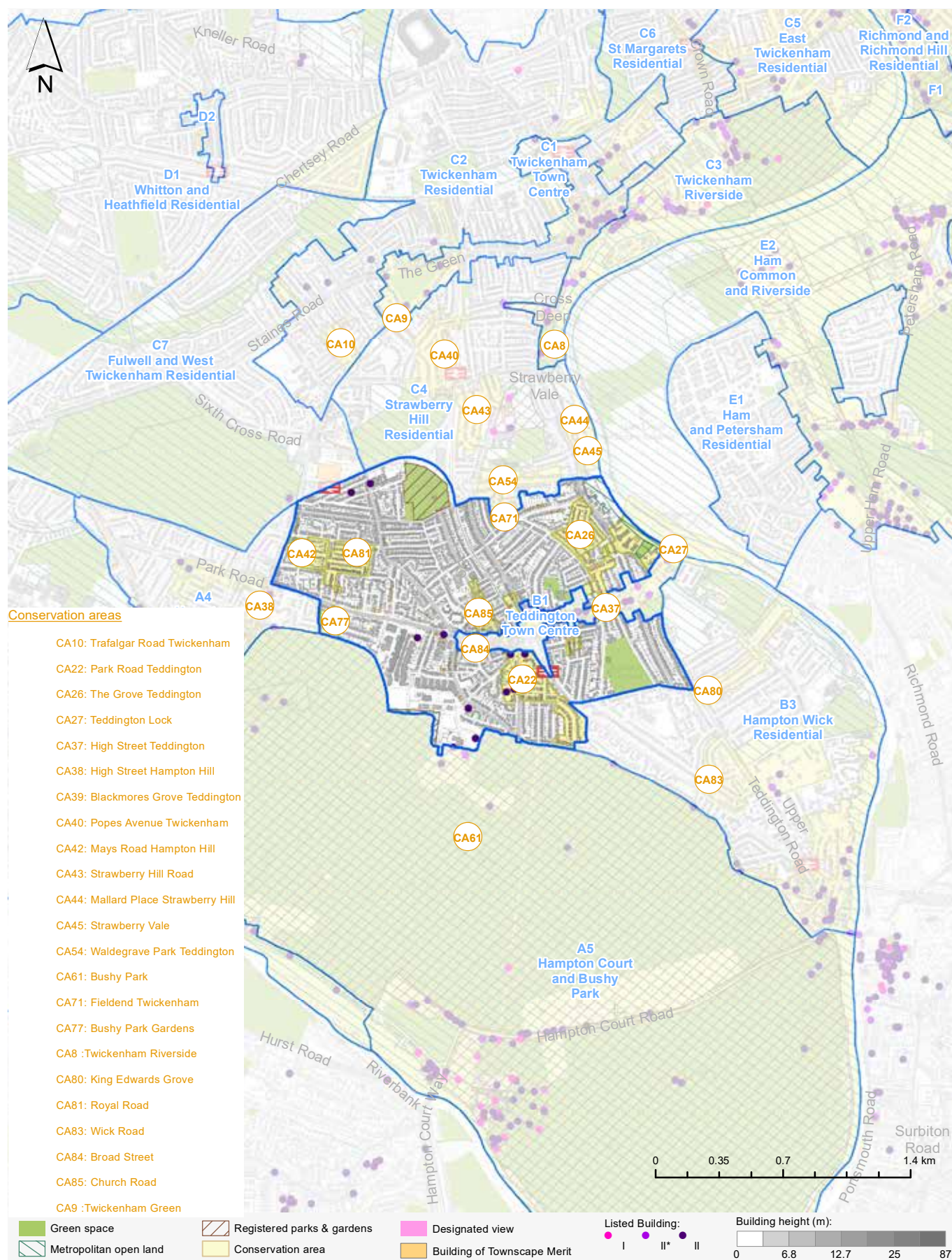
Teddington cemetery is a designated historic park that sits adjacent to the railway line on the character area's northern boundary. It was opened in 1879 and is now a mature green open space of distinct character. The original chapel has been maintained and is a key landmark within the site.

Teddington Lock, constructed in 1811, marks the end of the tidal reach of the Thames. It is a distinctive landmark that incorporates a weir and colourful suspension bridge, providing pedestrian connectivity across the river. The nearby Manor Road recreation ground provides riverfront access and offers views across the river and lock. The remainder of the riverfront is largely inaccessible.

Stanley Road and Kingston Road include local shopping parades, the latter of which is a busy arterial route. Broad Street is a busy shopping street to the north of the area.

There are a number of well-proportioned residential streets with mature trees of regular spacing that reinforce the tranquil, green character of the area (e.g. Cromwell Road, Kingston Lane and Langham Road). Udney Park Playing Fields is a significant open space in the area. They have been designated an Asset of Community Value.

Park Road Conservation Area is defined by the railway line that divides the character area between north and south, and Bushy Park which forms the western boundary. The area dates back to the 18<sup>th</sup> century, when large villas appeared along Park Road, which functioned as a major route between Teddington and Bushy Park at the time.



**Fig.117: Teddington Residential character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The character area has a quiet, leafy, suburban feel.
- Generally, there is a good sense of unity to street elevations through consistent boundary treatments and the preservation of period architectural details.
- There is a good green infrastructure network predominantly composed of large open spaces (including Bushy Park to the west) and regular mature street trees.
- Views and vistas respond to the unique landscape setting of the character area, particularly in relation to Bushy Park and the River Thames.
- There are a number of conservation areas, each with its own distinct character. This includes Mays Road CA established under garden city principles around a central green space; the consistent Victorian terraces of Blackmore's Grove CA.
- The 18<sup>th</sup> century Park Road Conservation Area including the grade II listed Park Hotel which dates back to 1863.
- Street layouts that reflect the layered historic development are very legible, with curved arterial routes that follow historic administrative boundaries sub-dividing smaller, tight grids that present late Victorian terraced houses, and sporadic modern developments.
- Local shopping parades along main routes (e.g. along Stanley Road) host a number of independent retailers, services and restaurants.
- Teddington Lock is a distinctive landmark and provides pedestrian connectivity across the Thames.
- Udney Park is a major green space which frames interesting views into the surrounding urban fabric.
- High frequency of buildings of townscape merit, particularly along the A313 leading into the town centre.



**Fig. 120:** Victorian 2-3 storey terraces on Kings Road, Mays Road Conservation Area

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The streetscape feels cluttered and busy in places, affecting the unity of the environment.
- There is a lack of incidental urban green space.
- Some buildings are in poor states of repair, including loss of original architectural detailing.
- Some shops have been converted to housing, particularly on Stanley Road, which has had a detrimental impact on the townscape character.
- Inconsistency of paving finishes and maintenance.
- Replacement of some front gardens with hardstanding and parking.
- Rooflights on large roof expanses are very visible and risk disrupting uniformity of period elevations.
- Infill developments (e.g. along Albert Road) adversely impact on the continuity of the area.
- High volumes of traffic along Twickenham road and the A313.
- The large gated complex of the National Physical Laboratory and adjacent hospital have a negative impact on the adjacent Coleshill and Blandford Roads, with metal fencing and large blank façades.



**Fig. 118:** Houses on Queens Road are generally of a grander feel, in large plots



**Fig. 119:** Streets such as Clarence Road, have a quiet, suburban and leafy feel

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraced
- Suburban semi-detached
- Detached
- Villas
- Mansion blocks
- Churches

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Teddington Residential has a high sensitivity to change, and extensive change is not appropriate.

However, the coarser urban grain and existing taller buildings in the area around the National Physical Laboratory and hospital (sub-area B2a) provides potential opportunity to accommodate development or intensification whilst addressing and improving some of the negative qualities.



Fig. 123: The fenced National Physical Laboratory



Fig. 121: Landmark Church of St Michaels, Wilcox Road

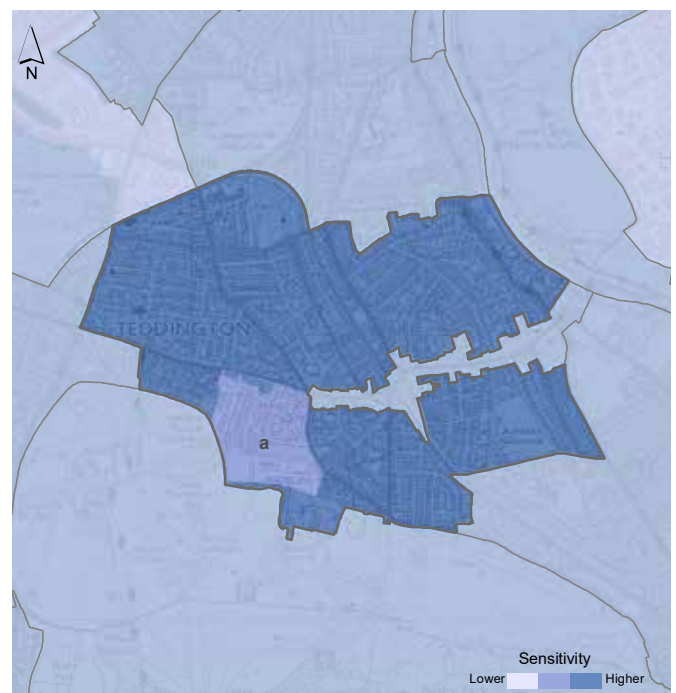


Fig. 122: Teddington Residential sensitivity plan

© Crown copyright and database right 2021



## B3 Hampton Wick Residential



**Fig. 124:** The High Street, looking towards the landmark Swan pub (building of townscape merit) at the junction with Lower Teddington Road

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Hampton Wick Residential is located between Bushy Park, the River Thames, and Kingston in the neighbouring borough. Predominantly a residential area of quiet streets, many of which are conservation areas, there is also a distinctive historic core and neighbourhood centre in the south of the area by Kingston Bridge.

**Historic relationship with Hampton Court:** Hampton Wick was a landing point on the Thames used to supply provisions to the original manor house of Hampton. Modern growth began in the 1830s, with the station opening in 1863. The majority of the village was built out around the turn of the century, and by 1900 there was an established high street and much of the urban grain and residential character we read today.

**Residential streets of uniform terraced housing in good condition, with a mix of architectural styles.** These range from Victorian and Edwardian period properties to inter-war housing and some post war and contemporary developments. A number of modern apartment blocks are found along the River and on Lower Teddington Road. **Building heights are generally 2-3 storeys.** More modern developments do exceed this in a number of locations and are generally located on the area's peripheries, adjacent to Bushy Park, around the town centre or along the riverfront.

**Front gardens and boundaries contribute to the overall character and distinctiveness of the area.** These include brick gate piers, dwarf walls with railings or hedges, planted front gardens and a significant numbers of street trees.

**The adjacent Bushy Park and River Thames are valuable spaces for leisure and recreation,** with numerous public rights of way and high scenic quality. Due to its location on the banks of the River Thames, topography is predominantly flat and less than 50ft above sea level.

**Listed buildings and buildings of townscape merit are concentrated in the Hampton Wick Conservation Area.** This is the historic core of Hampton Wick, dating back to the medieval period and prospering due to its strategic location adjacent to Kingston Bridge river crossing and in close proximity to Hampton Court Palace and Royal Parks.

**The high street follows a distinctive curve reinforced by a continuous façade of eighteenth and nineteenth century, 2-3 storey buildings.** Independent and traditional shop fronts have been retained in parts, and variation in eaves create an interesting roofscape. **The neighbourhood centre along High Street brings activity and vibrancy,** with a small range of independent and specialist shops, restaurants and services.

**Broom Water Conservation Area on the Thames** centres around a man-made inlet constructed in the late 1800s to extend river frontage and access. It is still used for a variety of river sports and contributes to the area's unique landscape character and setting.

**Riverside access is largely restricted to the southern portion of the area,** where natural river banks give way to a man-made quayside.

**Normansfield Conservation Area** includes a cluster of listed residential buildings, formerly used as a private hospital originally constructed in 1868 and where Down's syndrome was identified and named.

**A number of public spaces including Broom Road Recreation Ground and Langdon Park.** Smaller pocket parks include School House Lane Orchard.

**Hampton Wick railway station provides regular and direct links to London Waterloo.** If plans for Crossrail 2 go ahead, it would serve both Teddington and Hampton Wick stations.

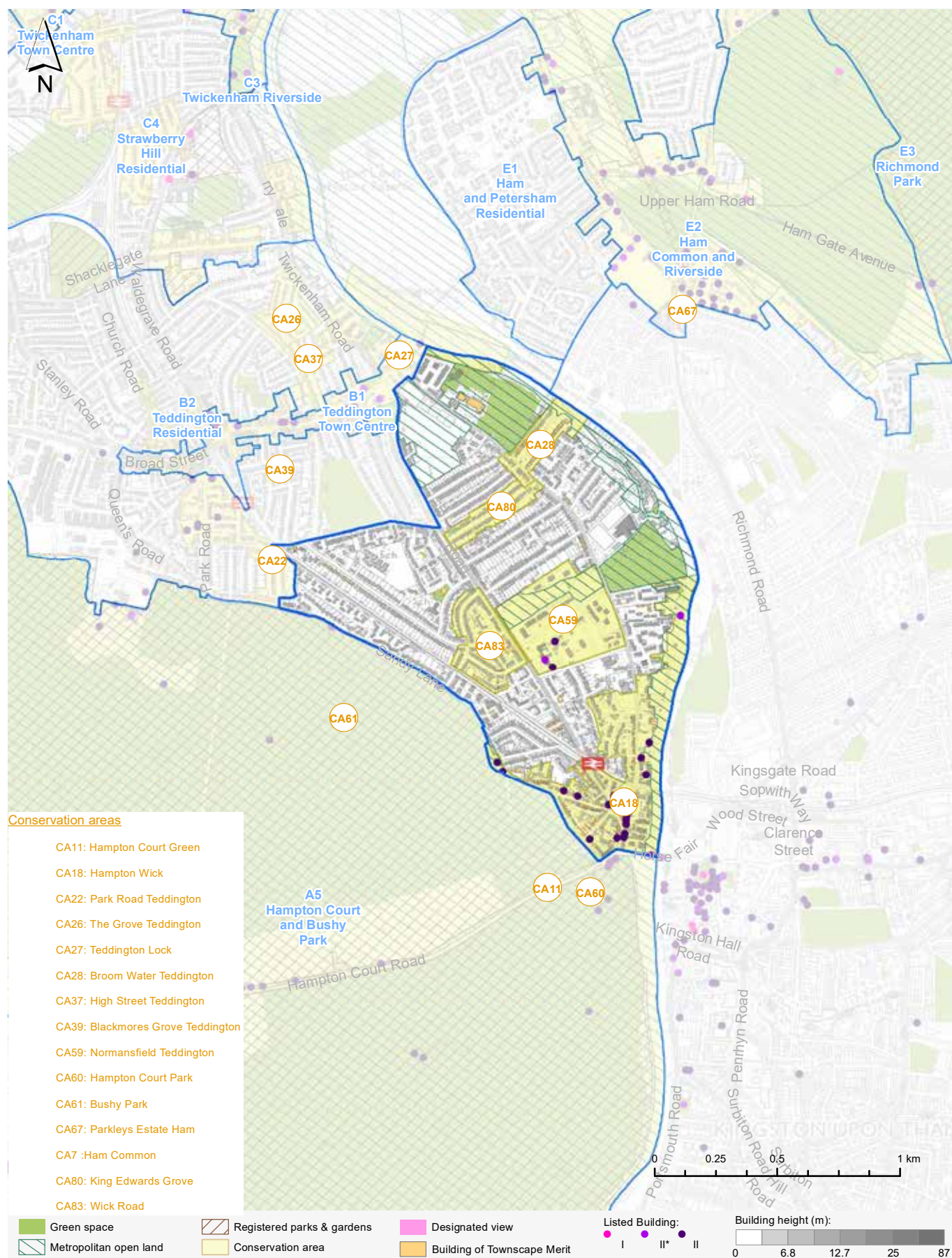


Fig. 125: Hampton Wick Residential character area plan

© Crown copyright and database right 2021.



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The consistency, character and architectural value of period residential properties and their front gardens.
- The historic core of Hampton Wick, with its distinctive street layout, independent retailers and preserved, high quality architectural detailing. Local shopping parades and independent retailers create small pockets of interest and vibrancy.
- Scenic, green quality along streets, including mature street trees, which soften the continuous residential grid layouts and well-preserved and maintained front gardens.
- High quality green open spaces between built environments, including Langdon Park and Broom Road Recreation Ground. The combination of green open spaces, street trees and expansive front gardens provide positive biodiversity value.
- In parts, the 19th century development context is very legible through the maintenance of frontages, front gardens and architectural details specific to the age and style.
- Access to Bushy Park as a high quality, major green open space.
- Conservation Areas of Normansfield, Broom Water and Hampton Wick.
- A number of listed buildings: the converted hospital buildings of the Normansfield Conservation Area are particularly noteworthy, which contrast with adjacent Edwardian suburban developments.
- Wider landscape setting, fronting the River Thames, and the associated biodiversity and recreation benefits.
- Valued views and vistas that respond to unique landscape setting, in particular those that relate to Bushy Park, the River Thames and Hampton Court.



**Fig. 126:** Consistent 2 storey terraces on Bushy Park Road, Wick Road Conservation Area

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- A number of developments are unsympathetic to character and risk being detrimental to overall setting and views. For example, the 11-storey tower in the Broom Park area is a particular anomaly, and any future developments should consider potentially disruptive impact on views to and from the area's unique landscape setting.
- Open space near Teddington could be improved, particularly by the riverside. For example, screening of boundaries and providing greater definition to zones and spaces within the park.
- Amendments to period properties risk compromising quality and materiality of historic architectural detailing.
- Conversion of front gardens to surface parking. Front gardens which are paved over detract from generally coherent streetscape.
- Development pressure has the potential to disrupt balance between existing architecture and unique landscape setting.



**Fig. 128:** Landmark house with turret in the Broom Water Conservation Area



**Fig. 127:** Red brick terraced housing and mature street trees line Vicarage Rd, close to Bushy Park

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Suburban semi-detached
- Detached
- Villas
- Mansion blocks
- Shopfront terraces

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Hampton Wick Residential has a high sensitivity to change, and extensive change is not appropriate.

There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the character described in the key characteristics.



Fig.129: House on Broom Water



Fig.130: The exuberant Jacobean Revival terracotta exterior of the Grade II listed former Hampton Wick Local Board offices on the High Street.

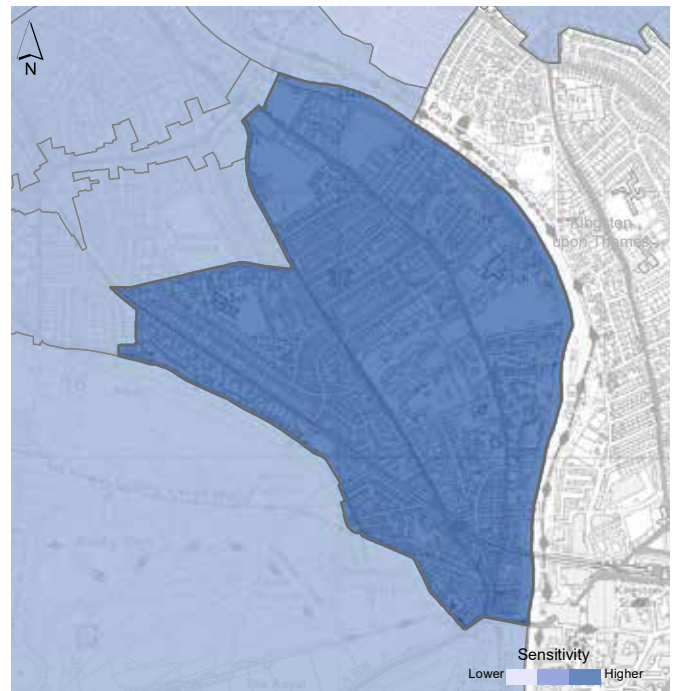


Fig.131: Hampton Wick Residential sensitivity plan

© Crown copyright and database right 2021



## C Twickenham, Strawberry Hill & St Margarets



Fig. 132: The historic settlement of Twickenham originated at the Riverside around St Mary's Church

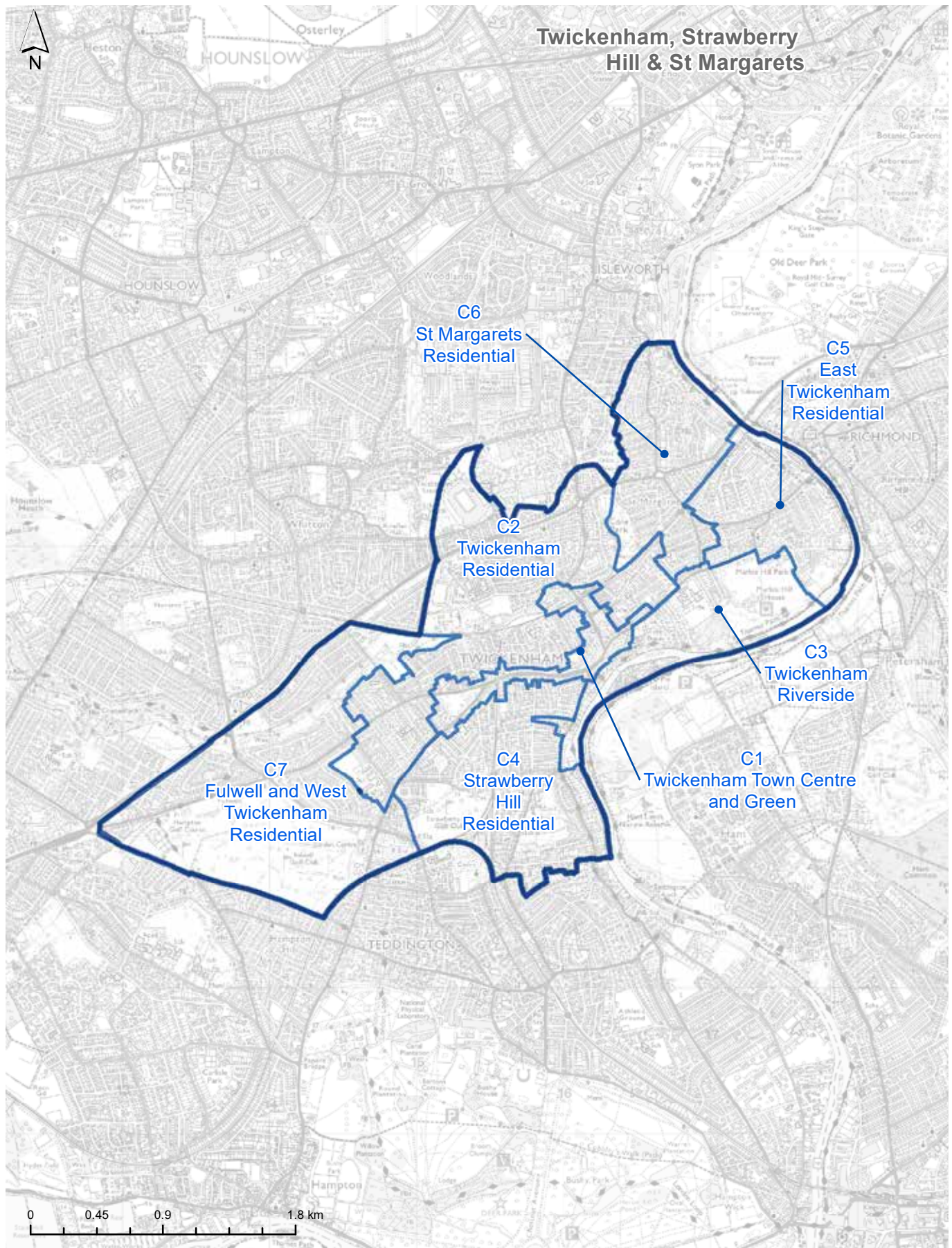
### *Summary*

Twickenham is a long established settlement with a tradition of riverside uses. A fashionable resort in the 17<sup>th</sup> and 18<sup>th</sup> centuries, large estates grew along the river; settlement extending west to Twickenham Green. Land was used to grow fruit for the London markets. The railway came to Twickenham in 1848 with a branch to Strawberry Hill in 1862 and St Margarets in 1876. Population and residential development increased rapidly. Residential areas developed in Fulwell and north and west Twickenham, in the early 20<sup>th</sup> century following extension of the railway and arrival of trams.

A green, leafy character away from the commercial town centre, particularly along the River Thames, is complemented by the River Crane, Fulwell Golf Course and Strawberry Hill House.

### *Key changes and trends*

- Twickenham town centre
- Site allocations at The Stoop, Richmond College and Twickenham Stadium.
- Local centres at East Twickenham and St Margarets.
- Site allocation at St Mary's University, Strawberry Hill.
- Proposed redevelopment of Twickenham Riverside to replace existing buildings and structures of site with new residential units, active frontages and facilities. Including reprovion of Diamond Jubilee Gardens and surrounding landscape.



**Fig.133:** Place [C Twickenham, Strawberry Hill & St Margarets](#) character areas plan

© Crown copyright and database right 2021



## C1 Twickenham Town Centre and Green



**Fig. 134:** The stone built Barclays Bank occupies a prominent location at the head of the main retail street in the town centre

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Twickenham is the largest of four district centres in Richmond offering a range of retail, leisure, education and community facilities alongside residential accommodation. The character area follows the town centre boundary, primarily focused around the junction of King Street, London Road, and York Street. It excludes the southern extent of the town centre as this forms part of the Twickenham Riverside character area.

Twickenham was a sparsely-populated settlement of large houses amongst fields that persisted from the 11<sup>th</sup> century until the arrival of the railway and the mid 19<sup>th</sup> century suburban expansion of London. The introduction of trams in 1902 hastened Twickenham's development with most of the area developed by 1920.

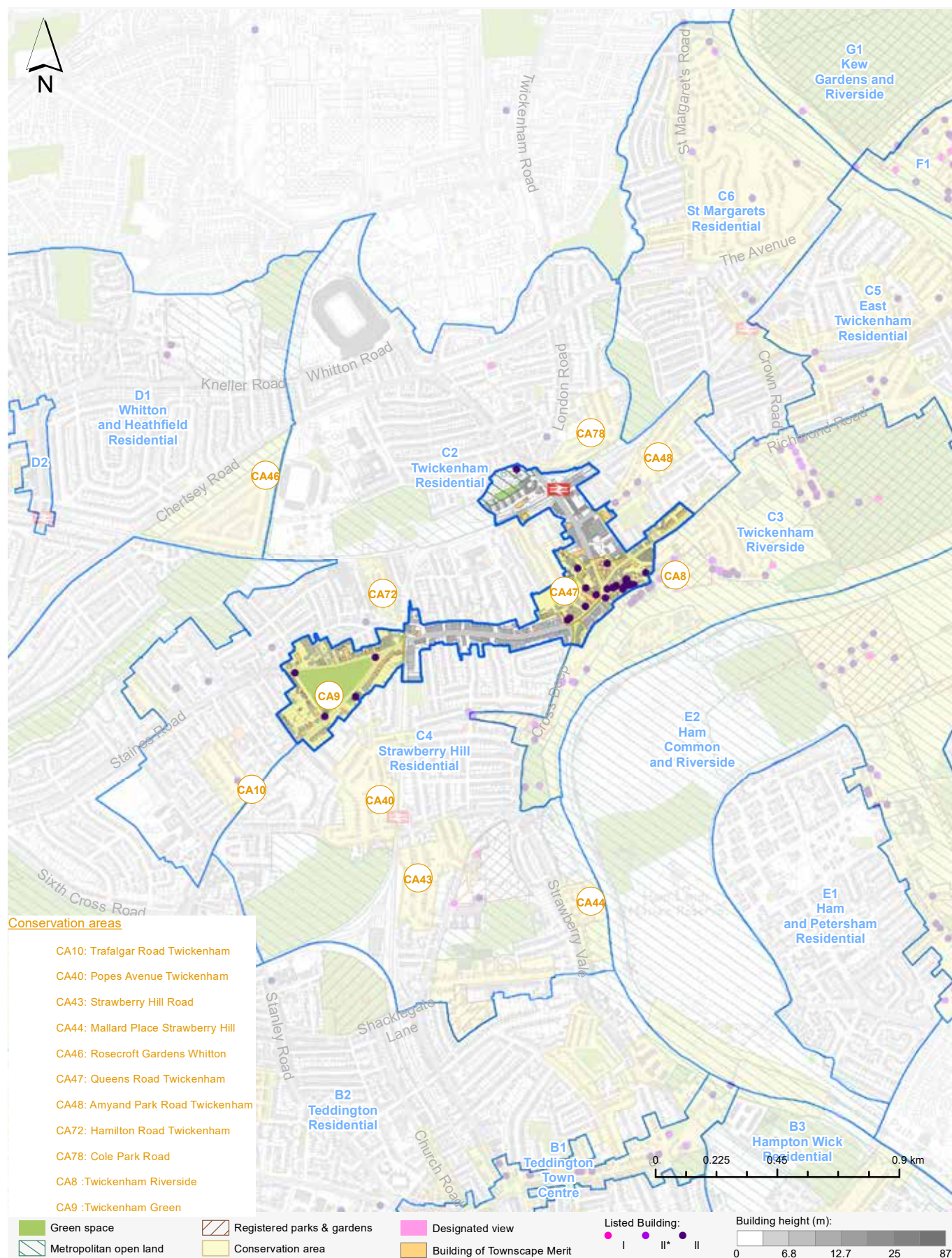
The area around **Twickenham train station** is a major development site for the centre. Much of the area along London Road and stretching along the railway line is characterised by 5 to 9 storey late 20<sup>th</sup> century and early 21<sup>st</sup> century development including both commercial and residential properties. In places this sits close to remaining three storey Victorian shopfront terraces and small scale landmarks such as The Cabbage Patch pub at the corner of Railway Approach. This modern larger scale development also sits visually very close to surrounding conservation areas such as Cole Park Road to the north.

The **historic core of Twickenham Town Centre** is focused around a large junction with roads following historic alignments in place for hundreds of years. The junction is characterised by a number of landmark buildings including the stone built grade II listed Barclays Bank in a prominent location with a distinctive clock tower.

This area partially falls within Queens Road (Twickenham) Conservation Area, which protects an area of largely late 19<sup>th</sup> and early 20<sup>th</sup> century development behind the 18<sup>th</sup> century frontages along King Street (the main retail parade). Most of the remainder of the area sits within Twickenham Riverside Conservation Area with a large number of listed buildings that extends into the adjacent Twickenham Riverside character area. Development in this area is generally no taller than 3 storeys with interesting architectural details largely intact. This historic centre extends along Richmond Road towards Marble Hill House, with small scale period properties and landmarks up to 5 storeys noting junctions.

**Heath Road** bridges the residential and main retail area in Twickenham. The northern side is predominantly characterised by 2-3 storey Victorian shopfront terraces, some of which appear quite small in scale to the width of the busy road. The southern side is more mixed in character with mid and late 20<sup>th</sup> century development dominating including some large scale commercial/industrial premises. Some more recent commercial development have no active frontages at street level which detract from the character and attractiveness of the town centre. There are few street trees along this High Street, and the quality/condition of buildings deteriorates towards the western end. There are a number of industrial premises and yards along the elevated railway line at the western end of the road.

**Twickenham Green** lies beyond the railway line and is designated as a conservation area. The green once formed part of the common land of Hounslow Heath until development began in the 18<sup>th</sup> century. While some of these early buildings remain, most development dates from the mid 19<sup>th</sup> century with the mature trees surrounding the green planted in 1872. Three churches surround the green providing landmarks in an otherwise modest scale built environment dominated by 2-3 storey Victorian or earlier houses. Some retail uses extend around the green, but this area marks a transition to the end of the town centre with more residential properties.



**Fig.135: Twickenham Town Centre and Green character area plan**

© Crown copyright and database right 2021.



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Twickenham Green presents a valuable open space in the town centre context, with mature trees around 150 years old creating segregation from the roads that encircle the space.
- Church Street forms a historic and distinctive section of the town centre, with traditional terraced shop fronts and places to eat.
- The grade II listed Holy Trinity church on The Green creates a distinct landmark in an otherwise small scale area of buildings.
- The Prince Albert pub is a landmark on Hampton Road.
- The character, consistency and prevalence of listed buildings within Twickenham Riverside Conservation Area.
- The landmark stone built Barclays Bank at a prominent junction location.
- Landmark Victorian buildings across the area but particularly along Richmond Road, generally located at junctions and including interesting architectural details in stone and brick.
- Mature trees along Richmond Road and within adjacent gardens and open spaces, creating a green character to this part of the town centre.
- Twickenham Library landmark on Garfield Road.
- View down May Road towards the Holy Trinity Church.
- Recreation value of Holly Road Play Space.
- Mature trees along the River Crane to the north of the railway line approaching the station.
- The grade II listed Heatham House and the landmark Albany pub within Queens Road (Twickenham) CA.
- The 3 storey Twickenham Police Station landmark built in red brick with a grand frontage onto London Road.



**Fig. 137:** The open character of Twickenham Green surrounded by mature chestnut and lime trees planted around 150 years ago

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Late 20<sup>th</sup> century infill along Heath Road lacks the architectural detail and material quality of Victorian development elsewhere in the town centre.
- The roads throughout the area are wide and generally heavily trafficked, lending a noisy and cluttered feel to parts of the town centre.
- Heath Road lacks interesting landmarks, with the condition and quality of buildings diminishing towards the western end.
- Large commercial/industrial sheds front onto roads in places detracting from the high street character.
- Some retail premises have poorly converted period buildings, such as the Tesco at Colne Road which presents mostly blank façades.
- Some buildings at the north eastern end of Twickenham Green are in a poor condition and detract from the character of the conservation area.
- Certain areas of more recent development occasionally jar with adjacent historic buildings.
- The public realm, footpaths and underpasses around Twickenham train station which are overshadowed and windy as a result of new tall development.
- Post-war development along London Road leading towards the train station generally lacks the interest and material quality of older properties, adding little to the character of this street.



**Fig. 136:** Commercial sheds add little to the character of Heath Road

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Shop front terraces
- Town centre retail
- Mid-rise mixed use
- Mid-rise flats
- Large floor plate commercial/retail/industrial
- Pubs
- Churches
- Civic/transport



**Fig. 139:** Shopfront terraces along Heath Road forming the retail core to the town centre



**Fig. 138:** New high rise developments close to Twickenham train station

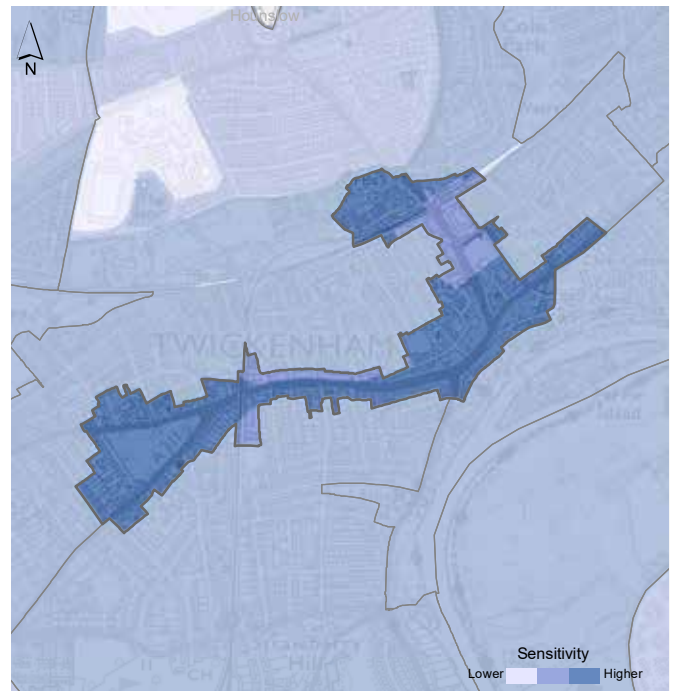
## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall Twickenham Town Centre and Green has a medium sensitivity to change with the potential for targeted growth. However, Twickenham Green and the conservation areas in the east of the town centre have high sensitivity.

The character area has the potential to incorporate change and new development, as long as this respects:

- the proportion, scale and material quality of the shop front terraces;
- the existing landmark buildings, preserving their setting and contribution to the skyline; and
- the function of the streetscape as a shopping and leisure destination.



**Fig. 140:** Twickenham Town Centre and Green sensitivity plan

© Crown copyright and database right 2021



## C2 Twickenham Residential



**Fig. 141:** Victorian and later residential terraces dominate, sometimes in the shadow of the landmark Twickenham Stadium, home of rugby union

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Twickenham developed as a residential area in the Victorian era, expanding along the River Crane and what is now known as the A305 Staines Road. The area continued to expand in the inter-war period north to where the iconic Twickenham Stadium forms a distinct sub-area at the borough boundary.

To the south of the River Crane and railway line the dominant development is two storey relatively small scale Victorian terraces. Houses are generally brick built with a mix of yellow London stock brick construction, with some larger scale and grander properties built of red brick with white plaster details around windows and doors.

There is evidence of post-war and modern infill across the area, but also signs of older Georgian properties such as a distinctive four storey white rendered building on Albion Road that abuts properties from after the second world war; Brinsworth House retirement home; and the grand grade II listed Knowle House built in the late 18th century. These older properties are typically incidental among the Victorian streetscapes, although some retain their extensive grounds such as the grade II listed Brinsworth House on Staines Road which is set back from the street behind mature trees.

Across the area there remain a number of incidental commercial sheds and properties in close proximity to

small scale residential properties. It is likely that some of these areas have been redeveloped over time forming post war small estates such as Tudor Gardens.

There are a number of small scale conservation areas both to the east and west of the town centre and station. These include:

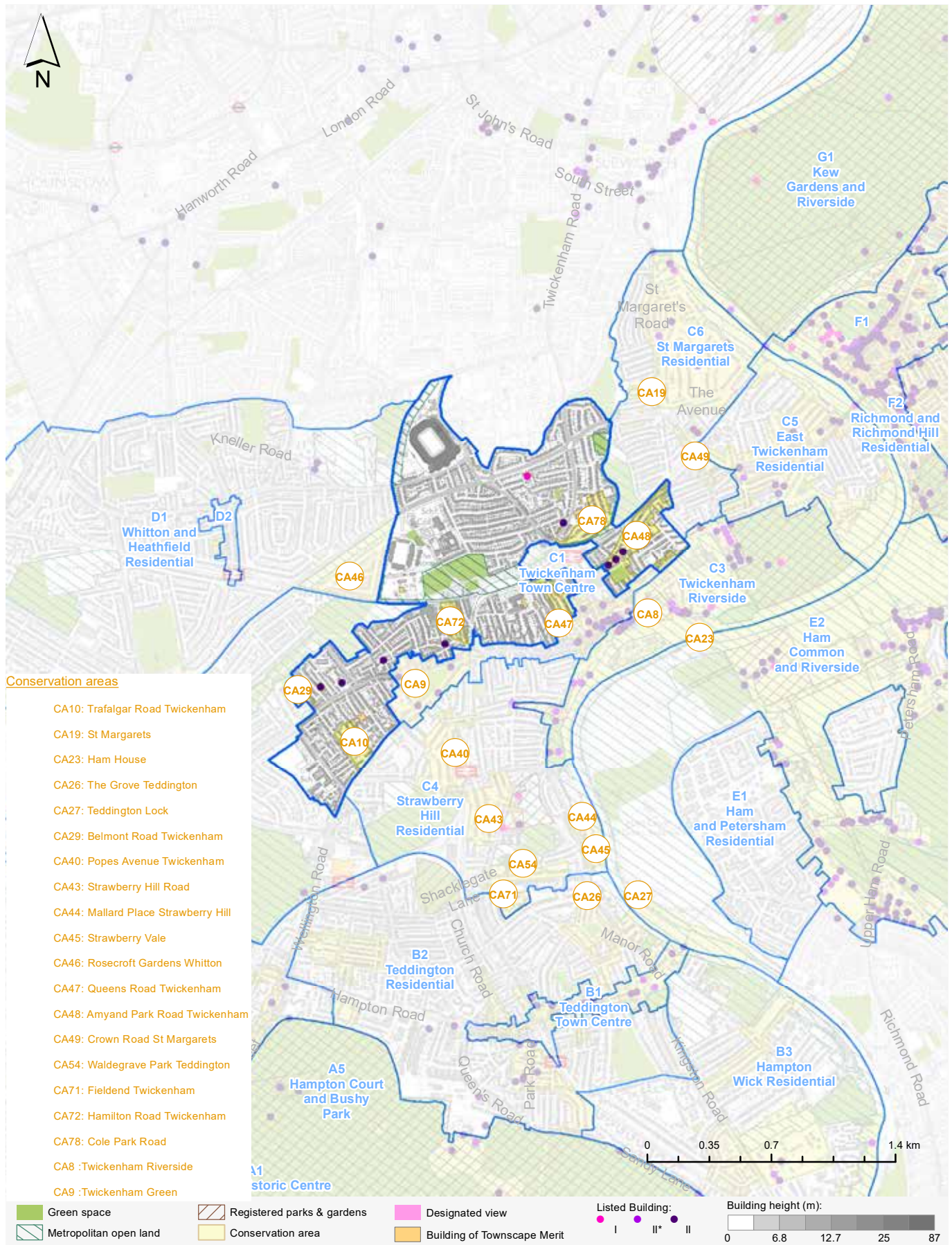
- **Trafalgar Road**, a planned estate built in 1845 with a consistent size and scale with high quality iron railings creating an attractive frontage.
- **Belmont Road**, an isolated surviving area of mid 19th century villas surrounded by 20th century development after war damage
- **Hamilton Road**, a well defined area of historic industrial buildings and associated housing linked to Twickenham's first electricity works at the start of the 20th century.
- **Queens Road Twickenham**, an area of mostly Edwardian housing close to the town centre.
- **Amyand Park Road**, representing an attractive area of mostly late Victorian and Edwardian terraces and cottages surrounding older landmark buildings dating back to the early 18th century.
- **Cole Park Road**, with a mix of late 19th and early 20th century high quality detached houses including Victorian, Edwardian and Arts & Crafts in a Jacobean style, with mature street trees.

To the north of the River Crane and associated open spaces, the urban grain remains small scale but was largely developed from the 1930s onwards. The area includes the inter-war Heatham Estate, semi-detached and terraced housing along the busy Chertsey Road and a mixed townscape in the area known as Cole Park including Edwardian terraces, 1930s semi-detached housing, 1960s bungalows and some later 20th century small housing estates.

The 8 storey (40m high) Twickenham Stadium dominates views in this area (and wider), situated in very close proximity to two storey modest scale residential properties.

The Stoop (home to the Harlequins Rugby Club) in the west of the area is surrounded by more industrial, commercial, leisure and educational uses including the distinctive 1930s Richmond upon Thames College.

While residential streets are generally quiet in character, the area is affected by heavy traffic along the main A-roads - particularly on match days.



**Fig.142: Twickenham Residential character area plan**

© Crown copyright and database right 2021.



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The quality and consistency of the five conservation areas to the south of the River Crane; and the diversity and maturity of street trees within Cole Park Road Conservation Area just north of Twickenham train station.
- The small-scale and residential character of the majority of the area, with well retained architectural details and boundaries across many of the street.
- The landmark grade II listed Brimsworth House and gardens.
- Landmark churches including the ornate brick facade of the grade II listed Church of All Saints on Campbell Road; and the grade I listed stone tower of All Hallows Church on Chertsey Road which is built from structures used by Sir Christopher Wren in his post-Great Fire reconstruction of the City of London, with this church demolished in 1937. This church includes an organ from 1695.
- The green character of the River Crane valley which forms a connected green corridor across this part of the borough and into neighbouring Hounslow.
- The cultural association of Twickenham Stadium, built in 1909 and widely revered as the home of rugby union and the site for England's international home matches.
- Extensive front and rear gardens, particularly north of the River Crane, lending a green character and natural feel to the predominantly residential streets.
- Short but distinctive parade of ground floor shops at the junction of Whitton Road and London Road to the north of the station.
- Recreational value of walking routes along the River Crane and Duke of Northumberland's River.



Fig. 145: Grand scale and mature trees of Cole Park Road Conservation Area

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Post-war infill development in areas otherwise largely intact from the Victorian and Edwardian eras often detracts from the overall street character.
- Busy traffic along the A-roads, particularly Chertsey Road in the north of the area.
- Loss of period details (such as original windows), front gardens (conversion to car parking) and removal of original boundary walls and or railings in some parts of the area.
- Tall buildings around Twickenham train station impose on views from small scale residential streets.
- Twickenham Stadium dominates with its scale completely mis-matched from surrounding 2 storey houses. The newer extensions have increased the mass of the building and reduce the effectiveness of the original simple concrete facade.
- The condition of some open spaces in the Crane valley could be improved, with limited benefit for biodiversity evident.
- Intermittent commercial units close to residential properties are occasionally in a poor condition.



Fig. 144: Twickenham Stadium is an iconic structure but dominates over nearby houses



Fig. 143: Post war infill does not always positively contribute to the street scene

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Period semi-detached
- Suburban semi-detached
- Detached
- Low-rise flats
- Small scale light industrial
- Schools and education
- Community/leisure



Fig. 147: Small scale two storey terraces persist across much of the area



Fig. 146: Grade II listed Church of All Saints - a landmark along Campbell Road

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Twickenham Residential has a high sensitivity to change. This is owing to the high townscape value and consistency of the built form, particularly to the south of the railway line.

North of the railway line, lower townscape value and, coarser urban grain and the presence of more negative qualities reduce the area's sensitivity to medium (sub-area C2a).

Twickenham Stadium and its surrounds, and the Stoop, (sub-areas C2b and C2c) form discrete areas standing in contrast to the mostly low-lying, residential setting. In these areas there may be areas more able to accommodate growth and change, where these take opportunities to improve negative qualities and are designed sensitively to respect and enhance existing character.

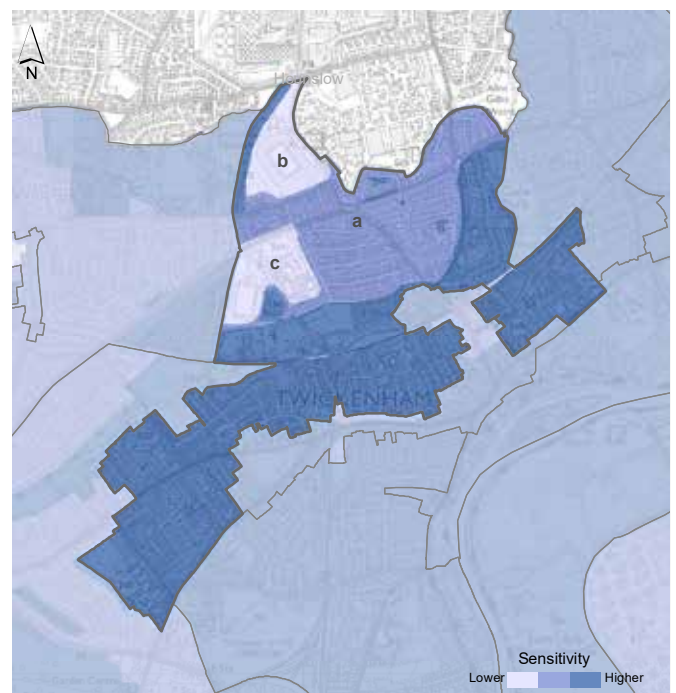


Fig. 148: Twickenham Residential sensitivity plan

© Crown copyright and database right 2021



### C3 Twickenham Riverside



**Fig. 149:** The 17th century York House, grade II\* and grade II registered park and garden

#### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Twickenham Riverside encompasses the historic core of Twickenham town centre, high-quality riverside, and open spaces along the River Thames between Strawberry Hill and East Twickenham. To the west it incorporates Radnor Gardens, and to the east it includes the quiet, vegetated Thames Path and open spaces to Marble Hill House.

**The medieval village of Twickenham** developed on a raised river terrace around Church Lane, focussed on the Church of St Mary (dating from the 14<sup>th</sup> century). Georgian and early Victorian development took place around the historic village core. The railway in 1863 and construction of Richmond Rd/York Rd in 1890 shifted focus towards the current town centre.

**Intact historic character**, with clusters of distinctive historic buildings, many of them listed, at Twickenham Ferry and around Church Lane. Alleyways and narrow lanes associated with the historic village core, and some medieval burgage plots have survived.

**High scenic quality of river, riverside and open spaces** alongside it including the Thames Path, Radnor Gardens, Orleans Gardens and Marble Hill Park. The area is in excellent condition, well-managed and intact, entirely within the Twickenham Riverside Conservation Area. The combination of well-vegetated riverside path, spacious historic residential dwellings, intimate green spaces and extensive views along the river

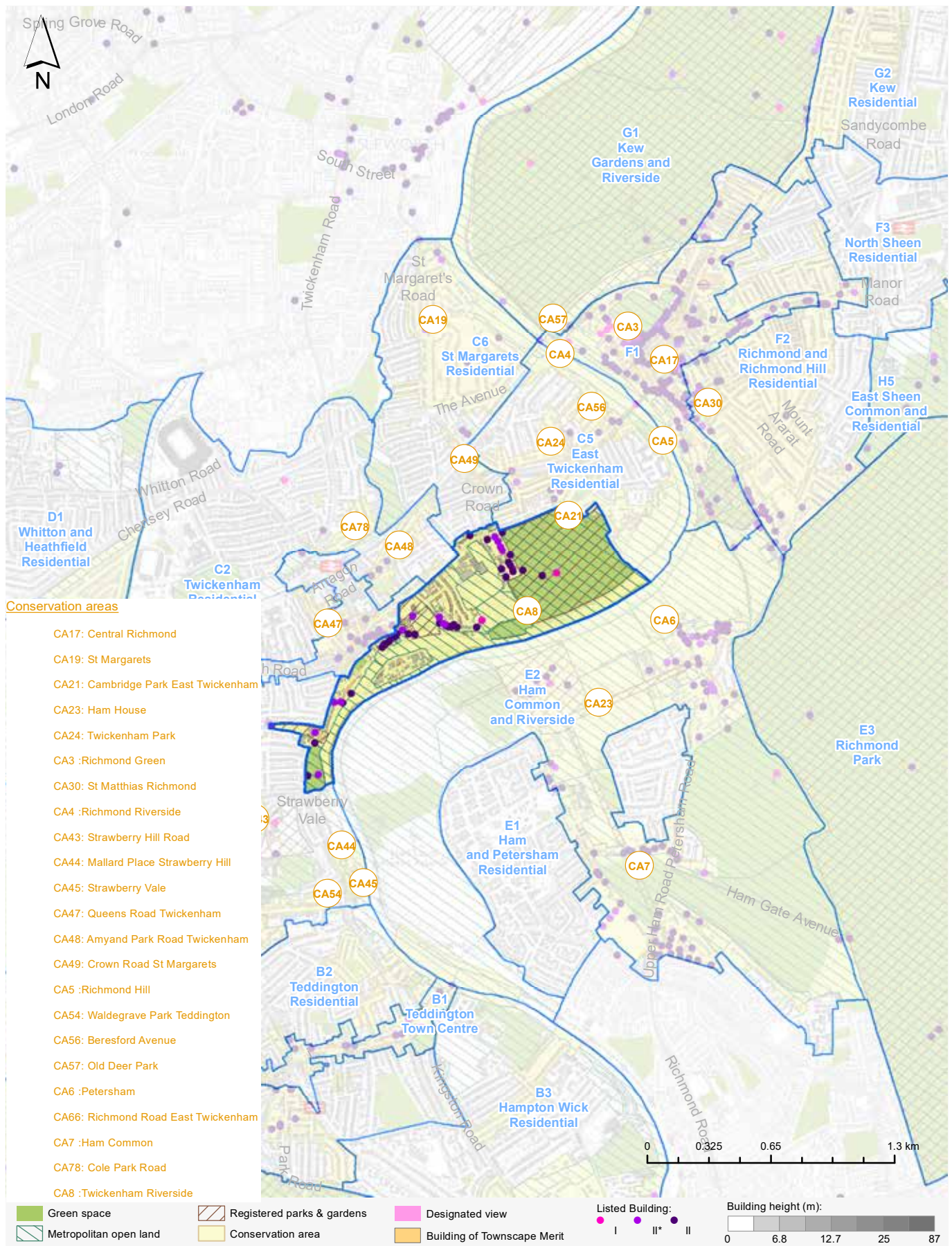
creates a semi-rural character. This, combined with a **vibrancy and interest from leisure uses of public open spaces, visitor destinations and occasional food and drink uses** creates a distinctive and special sense of place, with the riverside setting and contrast between expansive views and intimate green spaces allowing moments of calmness and quiet amongst the more vibrant and interesting town centre uses on the river and Eel Pie Island. Access to the adjacent town centre and railway station, and recreational uses along the river make this an important destination for leisure and recreation.

**Expansive views and a sense of openness**, as a result of the curving River Thames which gives continuing unfolding views of both banks framed by mature trees and vegetation. Views to the opposite river bank include Ham House, Petersham Meadows and Richmond Hill.

**Little development** beyond the southern end of the town centre, except for grand houses in grounds, a mixture of small scale historic buildings near the Twickenham riverside and occasional grand mansion blocks towards Strawberry Hill. Some river-related industrial and bungalow development on Eel Pie island is more eclectic in character, contributing a 'working river' character. There is also a distinctive area of Edwardian red brick, terraced housing at Lebanon Park, in the former garden of Lebanon House. Repetition of ornate features and slate roofs form a strong rhythm as the road runs down the hill to the river. Mature trees make an important contribution to the greening of the streets and add to the sense of enclosure.

**Grand estate houses in formal grounds**, notably 17<sup>th</sup> and 18<sup>th</sup> century development along the Thames, including: the Palladian Marble Hill House (grade I listed house and grade II\* registered park and garden extending down to the Thames), Orleans House (grade I listed), York House (grade II\* house and grade II registered park and garden) and Pope's Garden (grade II registered park and garden). Visual links with other houses in the area include Ham House, Strawberry Hill House and development on Richmond Hill.

**Landmarks** include: Marble Hill House, Orleans House, York House including gardens, sculpture and footbridge, Radnor Gardens, Radnor House (its black and white turret forming a distinctive feature in the view from the Thames), St Mary's Church, The White Swan pub and nearby ferry buildings, and the Barmy Arms Pub.



**Fig. 150: Twickenham Riverside character area plan**

© Crown copyright and database right 2021.



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Excellent condition, well-managed and intact riverside, with sense of calm and quiet.
- High scenic quality of the riverside and open spaces, providing valuable public access for leisure and recreation.
- Trees and vegetation are important in framing views and providing a setting to buildings. They are also important in screening and integrating views to bungalows on Eel Pie Island, particularly at the ends.
- Historic and cultural interest of the grand houses and gardens as visitor destinations, and their visual and cultural links to other houses in the area.
- Associations with Alexander Pope who lived near to St Catherine's Convent, still the site of the original grotto of his own design.
- The physical and visual connection between Church St and the River Thames, as evidence of the village's historical development.
- Expansive views and a sense of openness. The greenness of the riverside and the landmark houses are important in views from the opposite river bank and from Richmond Hill. Many valued views and vistas across open spaces by the river, including:
  - views to the opposite river bank including Ham House, Ham Lands and Richmond Hill;
  - to Marble Hill House from the lawn near Richmond Road;
  - view across Radnor Gardens to the river, including the grade II listed summer house;
  - views into the area from the opposite river bank;
  - by Marble Hill House both ways along river – to Ham House and Star and Garter.



Fig. 153: Grade II listed White Swan Inn on Ferry Road/Riverside

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The playground in Orleans gardens is a detractor in views from the opposite river bank near Ham House.
- At Eel Pie Island there are occasional inappropriate houseboats (possibly temporary) which appear out of scale with the small scale surroundings giving the perception of clutter and areas of poor maintenance.
- Buildings by Jubilee Gardens which are disused and in poor state of repair detracts from the rest of the high quality riverside.
- View to listed Summer House in Radnor Gardens, particularly from the southern end of the open space, is compromised by the location of the playground.
- The break in public access along the River Thames between Diamond Jubilee Gardens and Radnor Gardens which results in diverting the Thames Path away from the river onto the main road.



Fig. 152: Cluster of historic buildings between Bell Lane/Church Lane



Fig. 151: Church of St Mary (grade II\*) dates from the 14<sup>th</sup> century

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Villas
- Historic estate houses
- Churches
- Pubs

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

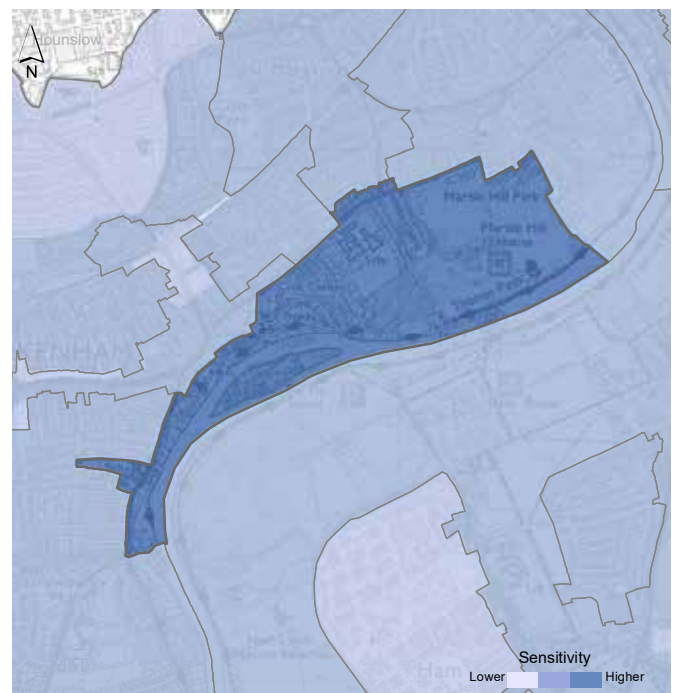
Overall, Twickenham Riverside has a high sensitivity to change. The high value and susceptibility of the area mean that significant change is unlikely to be appropriate.



**Fig. 154:** Open and expansive view across Radnor Gardens to the River Thames, with the locally listed gazebo in the foreground



**Fig. 155:** View along the Thames from the Thames Path at the edge of York House Registered Park and Garden



**Fig. 156:** Twickenham Riverside sensitivity plan

© Crown copyright and database right 2021



## C4 Strawberry Hill Residential



**Fig. 157:** Grade I listed Strawberry Hill House is a pioneering example of Georgian Gothic Revival architecture

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Strawberry Hill Residential has a quiet, leafy and safe character. Mature street trees, interesting historic features on homes and the distinctive white Strawberry Hill House contribute to the area's sense of place.

Houses mostly date from the early Victorian period but there are a variety of building ages, types and styles. In the 17th century the area was historically farmland, horticultural land and large private estates close to the riverside such as Strawberry Hill estate, Crossdeep Lodge and Saville House (all since demolished). Villas, such as around Pope's Grove and Pope's Avenue, were built from the mid 19th century. The construction of Strawberry Hill Station in 1873 led to the rapid development of the surrounding area. The Strawberry Hill Road CA was developed from the 1880s, formerly part of the Strawberry Hill estate.

**Low-rise, mixed residential streetscape with characteristic elements in good condition:** a mixture of homes in terms of age, style and form but an overall unity resulting from greenery and predominantly 2-3 storey building heights. Houses include Victorian and 1920s-30s terraces and semi-detached, grander and more ornate 3-storey Victorian villas such as in Pope's Avenue CA, Waldegrave Park CA and Strawberry Hill Road CA set in substantial mature garden plots, and post-war infill flats and estate blocks. Houses

step back from the road behind well-planted front gardens bounded by consistent hedges or low brick walls. Distinctive developments include Fortescue Park - 3 storey townhouses in a cul-de-sac built on the site of the former Wellesley House (c.1850) and later the Metropolitan & City Police Orphanage and then Fortescue House School. Streets east of the railway are strongly rectilinear (e.g. around Heath Rd and Bonser Rd), whilst to the west they are more curved or cul-de-sacs. Six conservation areas reflect the area's high quality townscape. **A variety of materials** including red brick, London stock brick, dark brick and render. Details such as prominent chimneys (e.g. Pope's Avenue), colourful doors (e.g. Fortescue Park), balconies and porches (e.g. Strawberry Hill Road CA) and greenery contribute to an attractive streetscene.

**A green and leafy streetscape, and sense of spaciousness.** Mature street trees, well-planted front and back gardens and larger buildings such as estate blocks which are set in grounds (e.g. Carpenters Court, Wellesley Crescent) contribute significantly to the area's green infrastructure. The open spaces in the area, including Strawberry Hill Golf Course and the grounds of St Mary's University contribute to an open character, as well as the adjacent Radnor Gardens and views to river (within the adjacent Twickenham character area). Overall the area has a quiet, safe, suburban character.

**Strawberry Hill local parade and Strawberry Hill Station** ([Fig. 159](#)), and local services on Hampton Rd provide local services and a focal points to the community.

**Strawberry Hill House** ([Fig. 157](#)), grade I listed, a distinctive white landmark on Waldegrave Rd. The building is a pioneering example of Georgian Gothic Revival architecture, recently restored. Its setting is formed by spacious grounds and mature trees. Part of the grounds are a Grade II\* Registered Park and Garden, and are the site of another grade I listed building - 'Chapel in the Wood' - originally built for Horace Walpole. St Mary's University occupies land previously attached to Strawberry Hill House.

**Few other landmarks**, but the Prince of Wales pub, Hampton Rd, Catholic Church of St James (building of townscape merit), opened in 1885. Some larger, grander houses such as those backing onto the riverfront ([Fig. 160](#)) also form local landmarks. Radnor House (in the adjacent Twickenham character area).

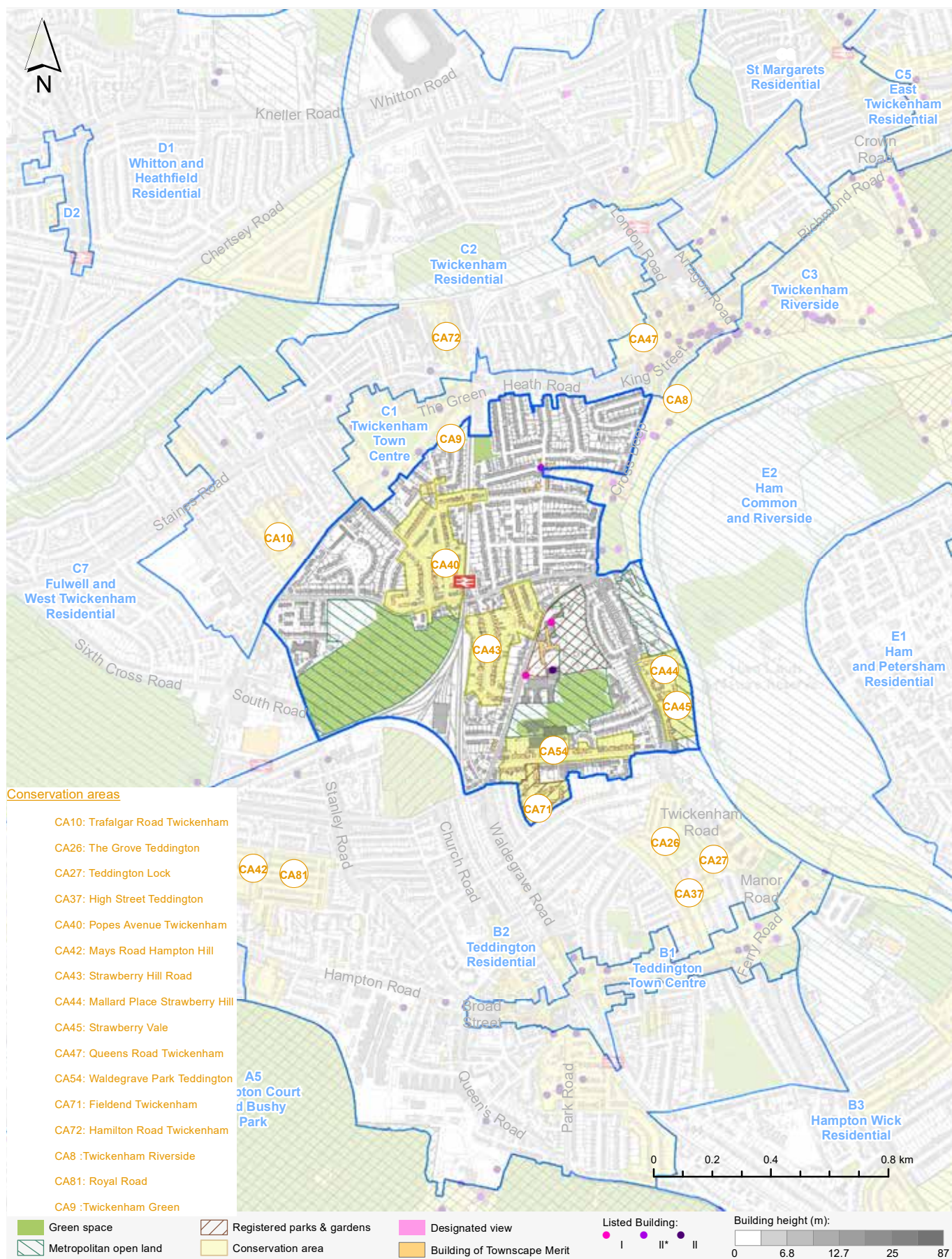


Fig. 158: C4 Strawberry Hill Residential character area plan

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Mature trees, including street trees, which soften the streetscape and lend an overall sense of green. They are often distinctive landmarks in their own right and also highly valued for biodiversity and climate change resilience.
- Mature front gardens and consistent high quality front boundaries which creates a pleasant street scene. Brick boundary walls and planted front gardens are important to the unity, quality and good condition of the area. Gaps between buildings an important characteristic.
- Green open spaces including nearby Radnor Gardens and the River Thames (within Twickenham character area), and smaller open spaces such as Wellesley Crescent
- Strawberry Hill House (grade I listed) and its grounds (part of which are a Registered Park and Garden), valued for its cultural heritage significance and as a landmark.
- Views, including:
  - north to Twickenham Green from Vicarage Rd.
  - Views in the east of the area from Cross Deep to the riverside across Radnor Gardens.
- The local services including Strawberry Hill parade which provide an important function and destination for local communities.
- Historic character, evident through individual features on older buildings, listed buildings and cultural associations such as Grotto Rd (in the Twickenham character area) is a historic narrow lane, bounding Pope's Garden on the southern side a Grade II Registered Park and Garden (listed for archaeological purposes as the garden no longer exists). An 18th century underground passage/grotto is listed grade II\* runs diagonally under the junction of Radnor Rd and Grotto Rd.



Fig. 159: Strawberry Hill local parade

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Some streets are indistinct and lacking character in their architecture, although street trees lend a verdant feel.
- Lacks larger areas of public open space.
- The riverside is largely private with few views towards, or sense of it, except for at Radnor Gardens.
- St Mary's University feels disconnected from the wider area and could be made more open to the local community.



Fig. 161: Large, mature trees lining Spencer Road



Fig. 160: Grand houses in Strawberry Vale Conservation Area, the backs of which edge onto the River Thames

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Detached
- Villas
- Low-rise flats
- Shop front terraces
- Pubs
- Churches
- Historic estate houses

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Strawberry Hill Residential has a high sensitivity to change, and extensive change is not appropriate.

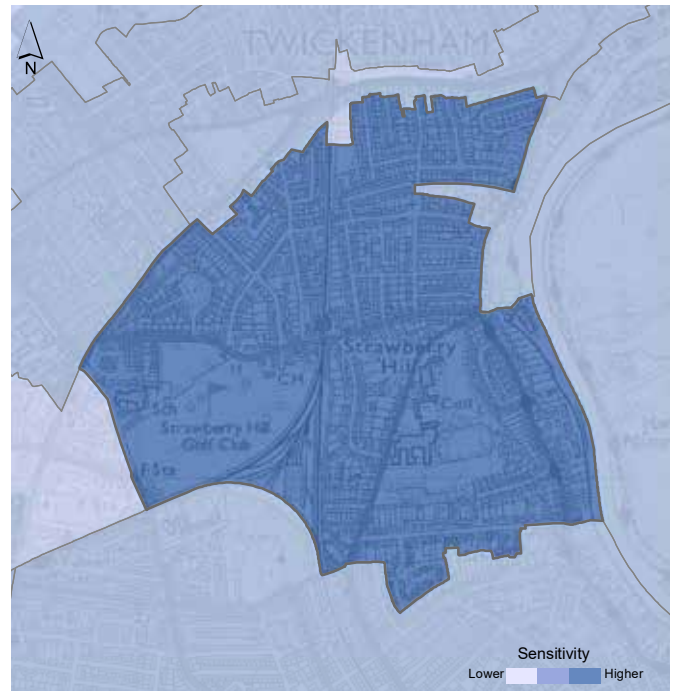
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the character described in the key characteristics.



**Fig. 162:** Red brick detached house in Waldegrave Park Conservation Area



**Fig. 163:** A mature tree softens the façade of the four storey Carpenters Court estate block on Hampton Rd



**Fig. 164:** Strawberry Hill Residential sensitivity plan

© Crown copyright and database right 2021



## C5 East Twickenham Residential



**Fig. 165:** Grade II listed Church of St Stephen and grade II listed Selina cottages opposite create a high quality streetscape on Richmond Road

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

East Twickenham Residential comprises the local centre along Richmond Road and the Victorian and 20<sup>th</sup> century residential area either side, bordered by the sweep of the River Thames.

**East Twickenham developed in the Victorian and Edwardian period** with the arrival of the railway, with housing built in the grounds of former grounds of Cambridge House and Twickenham Park, which was the private estate of the country seat of the Lords Cavendish. The estate was divided up into smaller plots in 1805. Richmond Road and St Margaret's Road are however, historic routes, linking Richmond and Twickenham via a ferry prior to Richmond Bridge opening in 1777.

**East Twickenham local centre** is an Edwardian parade with distinctive character on Richmond Road. Intact traditional historic shop front terraces are in good condition, creating positive frontages to the street. Building heights are typically 2.5-3 storeys. East Twickenham had a large population of Belgian refugees in WWI and a number of the shops became Belgian in name and character at that time. Characteristic features include red brick, dormer windows, painted stone lintels and recessed entrances with tiled floors.

**Good townscape quality with historic houses, grand villas and mature trees.** Larger houses are now often converted to flats though they retain their

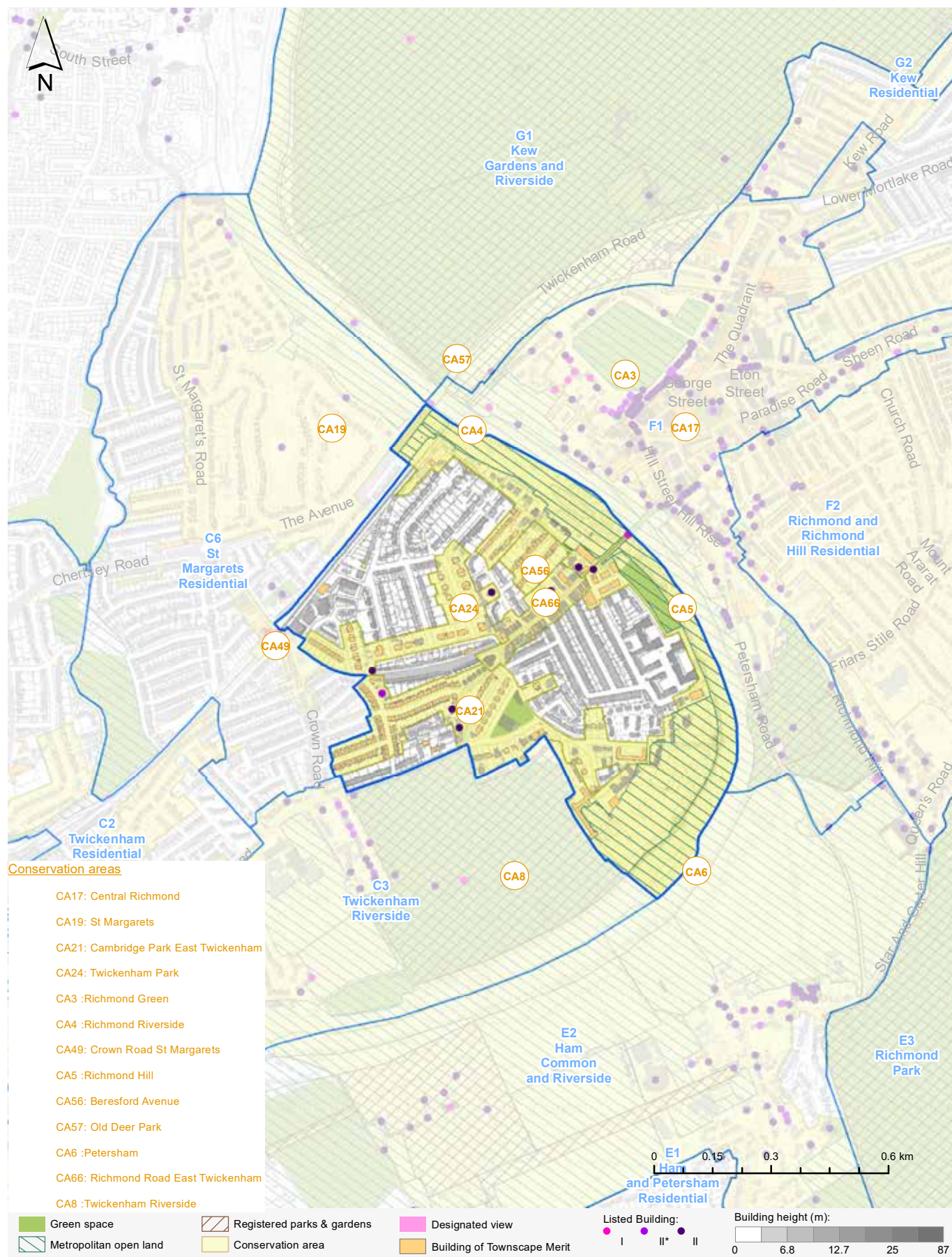
overall character. The 4 storey Victorian mansions on Riverdale Road for example, recreate the feel of a street of its period with a grandeur of scale. Historic elements include the surviving gate piers of Twickenham Park Mansion (early 19<sup>th</sup> century), Victoria Lodge, a single storey stucco gate lodge from the mid-19<sup>th</sup> century, villas such as Ryde House and grand detached houses on Cambridge Park. A significant part of the character area is designated as conservation areas, including part of Richmond Riverside CA, Beresford Avenue CA, Twickenham Park CA, Richmond Road East CA, and Cambridge Park East CA.

**Pockets of highly consistent streets** include Sandycombe Road, with high quality Victorian terraces of red brick with well-maintained, formal front gardens and boundaries. Elsewhere housing styles are more mixed, with 1930s and some distinctive art deco buildings such as Park House Gardens. Houses are generally 2-3 storeys, terraced semi-detached and detached. Some blocks of up to 5 storeys are usually set in landscaped grounds, and slightly sunken so they appear well-integrated into their surroundings (e.g. on Arlington Road). Red brick mansion blocks fronting the river, such as at Richmond Bridge are up to 6 storeys. Good quality materials add texture to the environment, including London stock and red brick.

**A leafy character with mature trees** and green front gardens. The formally laid out and mature trees are evidence of the area's long history of environmental management before even the Victorian developments. Trees create a dense canopy cover in places.

**The connectivity with the riverside via open spaces and footpaths.** Cambridge Gardens is an attractive riverside open space alongside which the Thames Path has almost a rural character. The riverside west of Richmond Bridge however, is private and the Thames Path is diverted along Ducks Walk footpath. St Stephens Passage is a narrow alleyway linking to Richmond Road. Corporation Island in the River Thames presents a green backdrop to views from East Twickenham.

**Landmarks** include: turrets and towers on buildings including the mansion blocks at Willoughby Road by Richmond Bridge, Victorian mansions on Riverdale Road, Cambridge Park Court mansion block, Old Ryde House, Twickenham Studios, Turner's House (Sandycombe Lodge), Victoria Lodge and St Stephen's Church.



**Fig.166: East Twickenham Residential character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The quiet, calm, leafy character with almost a wooded feeling in places.
- Avenues of mature trees, valued for their visual amenity, natural value and as a setting to and/or screening of buildings.
- Grand houses and high townscape quality across much of the area and particularly within conservation areas and the nationally and locally listed buildings.
- Streets of consistency in style and architecture which create pockets of distinctive character.
- Intact front gardens and boundaries, valued for creating a pleasant environment and consistent streetscape character.
- Distinctive remnant historic features such as the stuccoed Victoria Lodge and Ryde House, and the gate piers of Twickenham Park Mansion as historic reminders of the area's former character.
- The area's role as a setting to Richmond town centre.
- The River Thames and associated open spaces, including the Thames Path National Trail and Warren Path.
- Open spaces and green infrastructures of local importance. Cambridge Gardens is considered as the primary green space by the community and is of recreational value.
- Cultural associations with Turner's house.
- The distinctive high street character and ground floor commercial uses in the local centre. Local parades of shops add interest, vitality and provide local and independent services.
- Valued views and vistas, including:
  - views along the River Thames;
  - vista towards Richmond Bridge from the high street.



Fig. 169: Cambridge Park Court mansion blocks on Cambridge Park

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Quality of shop frontages diminishes away from Richmond Bridge.
- Some of the old historic estate houses are falling into disrepair
- Some parts are in a poorer state of repair e.g. near Twickenham Studios.
- Some post war infill buildings visually detract from the otherwise high quality townscape.
- The playground at Cambridge Gardens is rather garish and, although appeared to be well-used, visually detracts from the high scenic quality along the riverside.



Fig. 168: Grade II listed Ryde House c.1830 is a stucco 2 storey building with hipped slate roof



Fig. 167: Mature avenue of London plane trees along Riverdale Gardens

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Suburban semi-detached
- Detached
- Villas
- Mansion blocks
- Low-rise flats
- Shop front terraces

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, East Twickenham Residential has a high sensitivity to change, and extensive change is not appropriate.

There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the character described in the key characteristics.

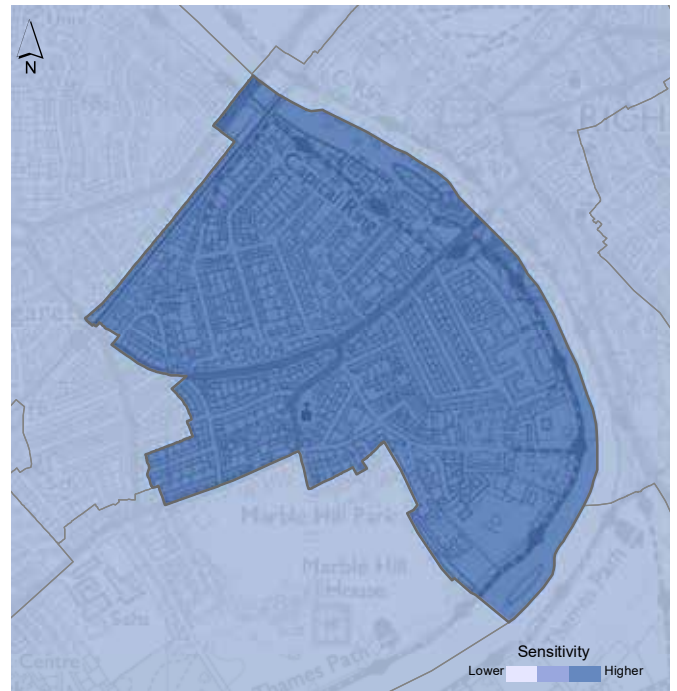
For example within Twickenham High Street where land uses are more mixed, there may be limited opportunities for small scale infill or intensification.



**Fig. 170:** Red brick Edwardian shopping parade on Richmond Road forms an important local centre



**Fig. 171:** One of five grand houses with turrets on Riverdale Road (locally listed). 3.5 storeys and set back in front gardens with stone and brick details



**Fig. 172:** East Twickenham Residential sensitivity plan

© Crown copyright and database right 2021



## C6 St Margarets Residential



**Fig. 173:** Red brick houses with gables and intact front boundaries on St Margarets Road

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

St Margarets Residential comprises the local centre at St Margarets Road and its junction with Crown Road, and the surrounding residential area, stretching north to the River Thames.

**St Margarets developed in the Victorian and Edwardian period** with the arrival of the railway in the early 1850s. Housing was built in the grounds of former large estates including St Margaret's House (now demolished) and Gordon House, a fine 18<sup>th</sup> century house by the River Thames which was the Maria Grey training college until 1976, the first teacher training college for women in Great Britain.

**St Margarets local centre** is a distinct high street situated on a spur of higher ground on St Margarets Road, with its focus at the junction with Crown Road and the rail station. Most of the high street is designated as Crown Road Conservation Area, characterised by continuous unified shop frontages. Buildings date from the late 1880s and include a number of original shopfronts and good quality detail such as terracotta panels and swags. Building heights are typically 3 storeys. Characteristic features include Dutch gables and red brick. A variety of commercial uses and services (important shopping areas, pubs and restaurants, local businesses) give a sense of vitality and a community hub for the surrounding residential area.

**Pockets of highly consistent streets and intact boundaries give a formal, suburban quality** to the streetscape in St Margaret's Estate Conservation Area. The area was developed as a single estate in the park of the former St Margaret's House in 1854, the layout designed along the lines of the early garden suburb with plots grouped around three private 'pleasure gardens'. Typical houses are detached, semi-detached or terraced 2 storey villas with intricate brick and stucco details and large and frequently decorated chimney stacks. Materials include gault, yellow and red brick. Some attractive porches and verandahs in timber and iron add moments of interest.

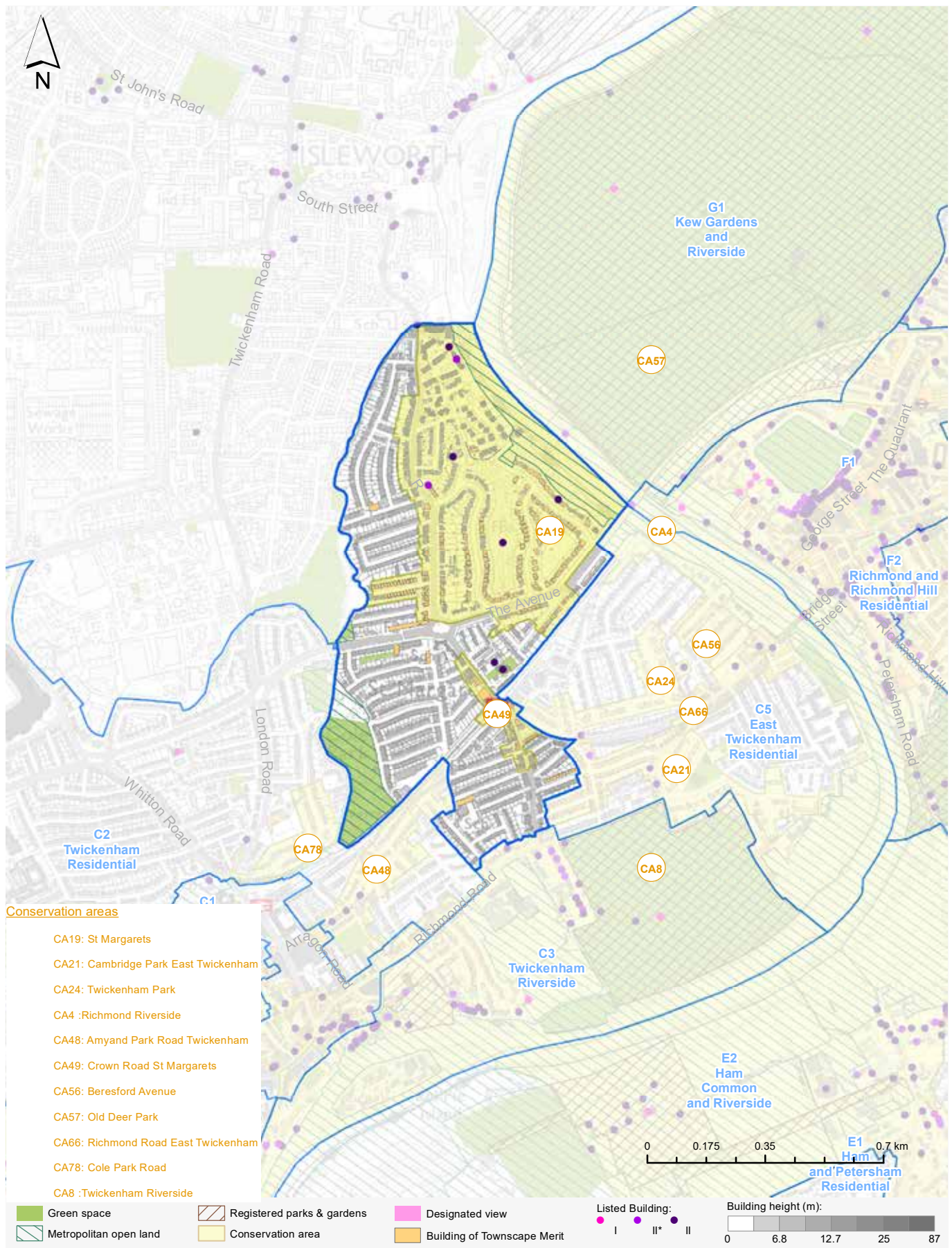
**Low brick walls create strong boundary definition and a sense of coherence and consistency**, occasionally also achieved with hedge planting or taller historic brick walls such as the boundary wall to the former market garden at Marble Hill Gardens.

**Period Victorian and Edwardian housing** is characteristic of the area, though other 1930s and postwar infill blocks of 3-4 storeys exist, often at major roads such as the 4 storey 1950s curved flats to the south of St Margarets Roundabout. Houses are generally 2-4 storeys, terraced semi-detached and detached. Tighter terraced Victorian houses follow the curve of the River Crane along Haliburton Road.

**A quiet and leafy character with mature trees** and green front gardens. The sense of spaciousness, with gaps between each house allow glimpses of gardens behind. Trees in front gardens add further colour, light and shade. Moormead Park and Bandy Recreation Ground forms a high quality open space, designated Metropolitan Open Land fronted by houses and bordering the River Crane to the west.

**A mostly private, but high quality, green and scenic riverside forming a rural backdrop to the Thames from the opposite bank.** Gordon House is a grand landmark set in extensive grounds which forms a rural backdrop to views on the riverside.

**Landmarks** include: Richmond Footbridge and lock (grade II\* listed) and Twickenham Bridge (grade II\*), Gordon House, part of the West London Institute, Violet Needham Chapel on Kilmorey Road (locally listed), All Saints Church on the corner of Haliburton Road and Northcote Road, Globe Central art deco flats on Chertsey Road, St Margaret's railway station, and pubs such as the Alisa Tavern, Turk's Head and St Margarets Tavern at the key junction of the local centre.



**Fig.174: St Margarets Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The quiet, leafy, suburban and formal character, including mature trees.
- Open spaces such as the distinctive Pleasure Gardens at St Margaret's Estate for their green infrastructure value (not publicly accessible).
- Moormead Park and Bandy Recreation Ground, MOL and popular public open space bordered by the River Crane and forming a focal point to the surrounding streets, valued for its sense of openness, sport, leisure and recreation, and as the site of the annual St Margarets Fair.
- Proximity to the River Thames and the Thames Path walk along the river fronting towpath with its rural character.
- High quality Victorian and Edwardian villas and streets of consistency in style and architecture which create pockets of distinctive character.
- Intact front gardens and boundaries, particularly brick walls valued for creating a pleasant environment and consistent streetscape character.
- The distinctive high street character and ground floor commercial uses in the local centre, along Crown Road and St Margaret's Road. Local parades of shops add interest, vitality and provide local and independent services.
- Valued views and vistas, including:
  - views across the river from the riverside towpath looking back to Richmond and towards Twickenham Bridge;
  - views towards Moormead Park and Bandy Recreation ground from surrounding streets including St Margarets Grove and South Western Road;
  - views from Richmond Footbridge and lock towards Richmond Hill.



**Fig.177:** Grade II\* listed Gordon House Maria Grey Training College seen from the Thames Path on the opposite river bank is a local landmark in rural setting

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Twickenham Film Studios is an unsightly feature on the prominent corner plot on the high street though the main building is of historic interest.
- Unsympathetic boundary treatments fronting the public realm which create barriers to views, including solid gates and featherboard fences.
- Conversion of front gardens to boundaries and creation of cross-overs into drives which create unsympathetic patchwork of materials.
- Roof dormers and rooflights on front roof slopes creates a cluttered appearance which interrupts the visual regularity of the properties within the streetscene.
- The impact of the busy A316 on the surrounding pedestrian environment.
- Drummonds Place business park presents an impermeable area, with harsh boundary conditions, where the built scale and form forms an unsympathetic contrast to the adjacent terraced streets.



**Fig.176:** Consistent 2 storey terraced houses on King's Road with repeating details such as bay windows and chimney stacks



**Fig.175:** Locally listed wall encloses this 4 storey red brick gated development off Ranelagh Drive

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Suburban semi-detached
- Detached
- Mansion blocks (landmark buildings)
- Shop front terraces

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, St Margaret's Residential has a high sensitivity to change, and extensive change is not appropriate.

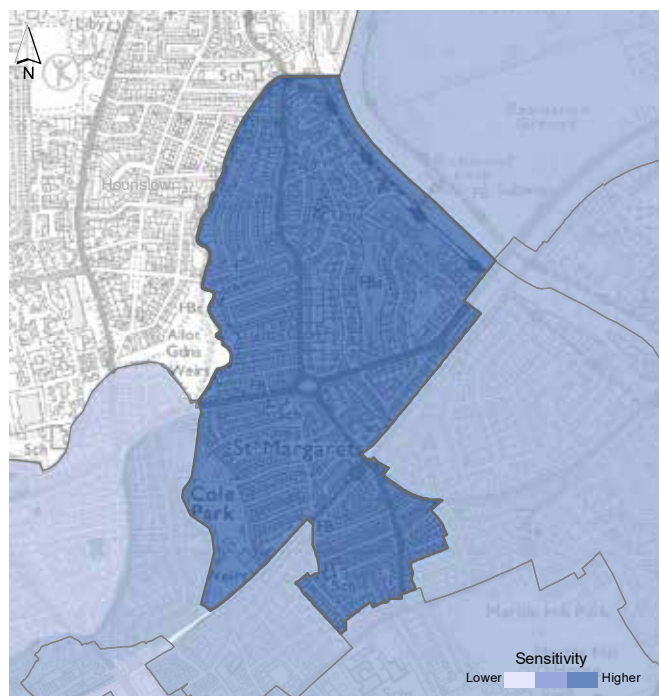
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the character described in the key characteristics. For example within St Margaret's High Street where land uses are more mixed, there may be limited opportunities for small scale infill or intensification.



**Fig. 179:** 1930s semi-detached houses with attractive bay windows on St Margaret's Drive set in a townscape of trees and planted front gardens



**Fig. 178:** Consistent shop front terraces with Dutch gables on Crown Road in St Margaret's local centre



**Fig. 180:** St Margaret's Residential sensitivity plan

© Crown copyright and database right 2021



## C7 Fulwell and West Twickenham Residential



**Fig. 181:** 1930s semi-detached properties at the edge of the Leeson Estate along Sixth Cross Road

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Fulwell is characterised by a series of residential estates set out largely in the 1930s and later set around the River Crane and Fulwell Golf Course. The northern boundary of the area is provided by the busy Great Chertsey Road dual carriageway.

Fulwell is recognised as a place from around 1200 which then became progressively developed and enclosed firstly for agriculture and then the Victorian metropolitan expansion of outer London. Much of the area's history has been lost to housing estates developed in the inter-war period, including Fulwell Park and Lodge (c.1623) on the floodplain of the River Crane. Today the only nod to some of these historic associations are in the road names (e.g. Lisbon Avenue, Manoel Road and Portugal Gardens reference the lodge's occupancy of King Manoel of Portugal from 1913 to 1932).

The River Crane and Crane Park runs through the heart of the area providing a rich and natural feeling environment with little visual connectivity to the surrounding estates due to the maturity of trees, scrub and wetland plants. The green context to the area continues with mature trees and extensive allotments within and at the edges of Fulwell Golf Course. However, this green character tends not to extend into many of the residential estates with few large street trees and many front gardens laid to hardstanding and

used for parking.

The housing estates include:

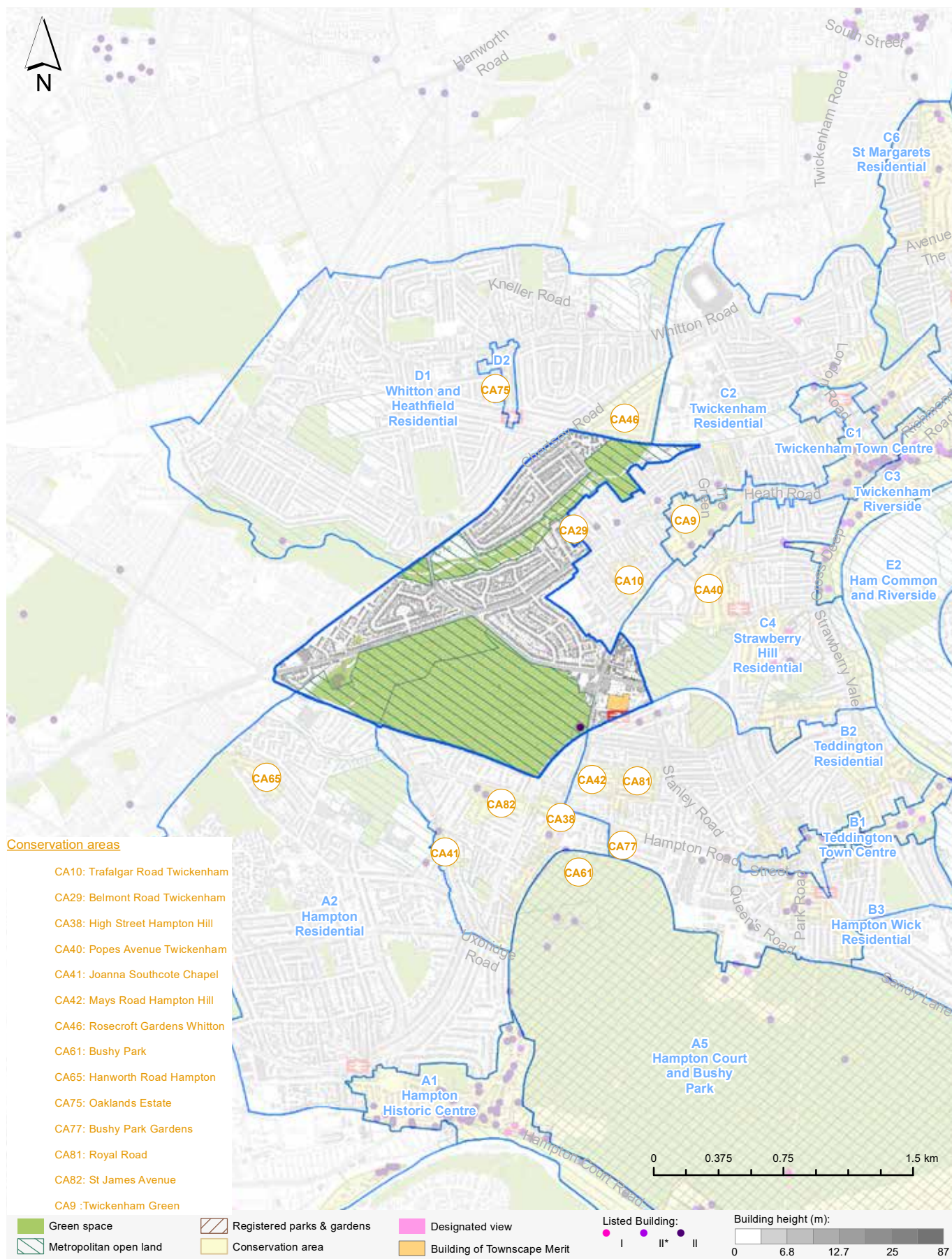
- Rivermead Estate, to the north of the golf course largely developed in the 1930s;
- Lincoln Avenue to the north of the River Crane, again largely laid out in the inter-war period with the exception of Park Crescent which was built in the 1990s to a more informal layout;
- Fulwell Park developed following the demolition of Fulwell Lodge in 1932;
- Leeson Estate with a consistent character of 1930s properties influenced by the Garden City style.

The housing is generally very consistent across the area, with a mix of semi-detached and terraced properties between 2 and 3 storeys in height. There is extensive use of rendered and painted finishes, with details using red brick and tiles. Many properties have quite large front gardens with a mix of boundary walls and picket fences many of which have been altered over time to accommodate off-street parking, lending an incoherent feel.

There are some commercial uses in parts of the area, primarily at key junctions in the main road corridors. This includes large-scale purpose built commercial premises at the western end of Twickenham Road, including a modern large gym and conference centre within Fulwell Golf Course. There is also a small parade of shops along Hampton Road in the east of the area. This area, known as Fulwell Triangle, also includes a number of modern large footprint commercial and industrial units set around the Fulwell Bus Garage, originally built in 1902 for the tram operation and subsequently re-built in 1987 to form a dominant feature in the area.

Throughout the residential estates that are some more distinctive 2-3 storey blocks built in an art deco style with curved bay features and distinctive original metal framed windows. However, elsewhere a similar pattern of quite monotonous materials and details repeat, including upper storey stucco, tiled bay windows and simple details above doors and on rooflines. The area has suffered from unsympathetic extensions with front and side dormers, porches and poor changes to front boundary walls and fences.

The area generally feels very low density and suburban in character, although the proximity to the River Crane and its open spaces enhances the connectivity to nature.



**Fig.182: Fulwell and West Twickenham character area plan**

© Crown copyright and database right 2021.



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Crane Park's position through the centre of this character area makes it highly accessible to residents and creates a community and natural feel to the area.
- Where retained intact some of the 1930s architecture creates positive local landmarks for individual streets, such as the distinctive 1930s 2 storey art deco blocks along Staines Road. There are a number of these types of landmarks on corner plots across the Rivermead Estate
- Where present, mature street trees create a softer and greener character to the area, including along parts of Staines Road and on Sixth Cross Road along the boundary with Fulwell Golf Course.
- The landmark Fulwell Bus Depot with its distinctive four brick gable ends with glazing panels.
- The open spaces of the River Crane and Fulwell Golf Course (including allotments around its edge) create significant opportunities for wildlife in the area, connected to wider green infrastructure corridors in neighbouring boroughs.
- The Rivermead estate generally retains a consistent character with few exceptions - including red brick semi-detached houses with white render details and terracotta tiles.
- Kneller Gardens within the River Crane valley provides recreational opportunities for the local community, with a "green-flag" status and a recently renovated pavilion and extensive sport facilities.
- Distinctive small shop parade at the corner of Staines Road and Hospital Bridge Road with a curved tiled roof and red-brick frontage and characterful chimneys.



**Fig. 185:** The mature planting and natural feel of the River Crane corridor through the centre of the area

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The area generally lacks landmarks which leads to quite monotonous residential estates with similar housing stock and streetscapes;
- Unsympathetic changes to buildings and front gardens has diminished the original character of the inter-war estates in some locations. This includes replacement of original crittal windows with uPVC;
- Parts of the character area suffer from façades and gardens in need of some maintenance and repair;
- The A316 Great Chertsey Rd along the north of the character area is heavily trafficked with significant noise and air quality issues. The traffic also means some of the roads in the residential estates become rat-runs for cars trying to avoid traffic jams. Hampton and Staines Rd are also busy, detracting from the otherwise quiet residential character.
- There are few street trees or front gardens with mature planting in the area, lending a grey and urban feel. This is exacerbated by significant on and off-street parking;
- Large scale commercial sheds in the Fulwell Triangle are inconsistent with the character of the wider area.



**Fig. 184:** The loss of front gardens to parking and unsympathetic roof extensions have diminished the original consistency of the planned 1930s estates



**Fig. 183:** Distinctive art deco style 2 storey block on a corner plot in the Fulwell Park Estate developed on the site of Fulwell Lodge in the 1930s

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Suburban terraces
- Suburban semi-detached
- Large floorplate commercial



**Fig. 187:** The distinctive brick gable ends of Fulwell Bus Depot



**Fig. 186:** The art deco style provide important landmarks across the area

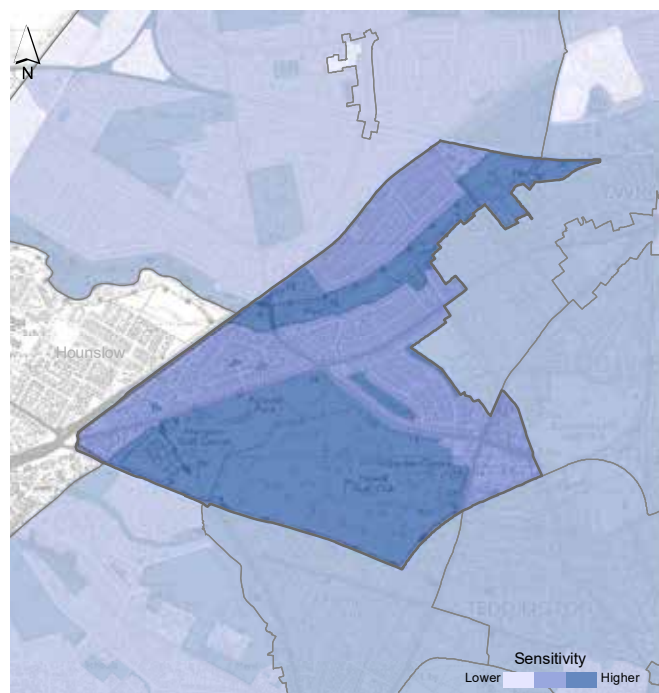
## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Fulwell and West Twickenham Residential has a medium sensitivity to change, with the potential for positive change which is sympathetic to the area's valued features.

There are relatively few valued features in the townscape, and a relatively weak character/sense of place overall, reducing sensitivity to change. However, aspects such as the consistency of built form scale, height and regular street patterns increase its susceptibility to change.

Open spaces including the Northumberland River corridor and Fulwell Golf Course are highly valued features and therefore highly sensitive to change.



**Fig. 188:** Fulwell and West Twickenham Residential sensitivity plan

© Crown copyright and database right 2021



## D Whitton & Heathfield



Fig. 189: Caption

### *Summary*

Settlement in Whitton began in the 16<sup>th</sup> century as development spilled over from Twickenham. Beyond the historic village core, most of what is now Whitton existed as open space and enclosed farmland before being converted to market gardens in Victorian times. Whitton remained distinct from neighbouring settlements and London until the 1920s, separated by a network of rural/open surrounds.

Whitton and Heathfield is slightly isolated from the rest of the borough as a result of heavy traffic on Chertsey Road and by the River Crane. The residential areas are primarily large estates of inter-war terraced or semi-detached houses set back from the street with hedgerows. Whitton town centre forms a focus of retail activity.

### *Key changes and trends*

- Whitton and Heathfield is an established settlement with a significant amount of intact housing, with little change expected.
- Whitton town centre
- Hanworth Road neighbourhood centre
- Kneller Hall site allocation

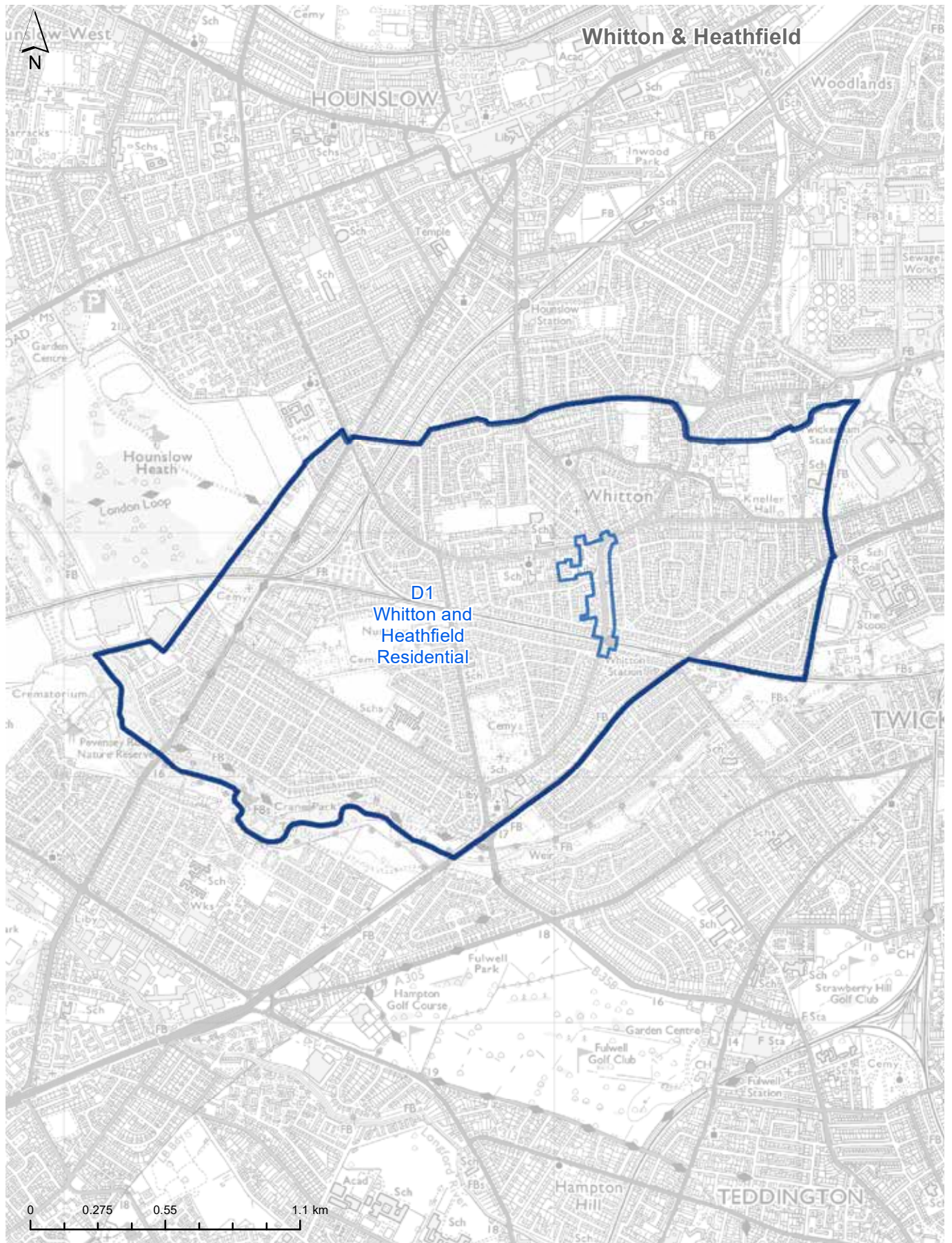


Fig. 190: Place [D Whitton & Heathfield](#) character areas plan

© Crown copyright and database right 2021



## D1 Whitton and Heathfield Residential



Fig. 191: Tree-lined Ellerman Avenue

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

This character area spans the residential areas of both Whitton and Heathfield, between the River Crane and Chertsey Rd A316. They are characterised by their suburban character and 1930s semi-detached terraced housing.

The 16<sup>th</sup> century settlement of Whitton was clustered around Whitton Dene and Nelson Road as development spilled over from Twickenham. Beyond the historic village core, most of what is now Whitton existed as open space and enclosed farmland before being converted to market gardens in Victorian times. A network of rural/open surrounds separated Whitton from neighbouring settlements and London until the 1920s.

The Heathfield area is less coherent than Whitton, lacking a High Street or historic centre, with few focal points. The residential area consists largely of inter-war developments, with localised, postwar infill.

The River Crane and Crane Park provide a natural-feeling environment, enclosed from the surrounding housing estates by mature vegetation. This is continued through several open spaces including Heathfield Recreation Ground, Murray Park and Twickenham Cemetery. Hounslow Heath separates the area from further development to the west.

**Rapid housing development**, following the

construction of Whitton railway station in 1930, saw the infill of the market gardens and the former Whitton Park Estate. Despite this, several historic sites and buildings have been retained and form landmarks within Whitton. These include: grade II listed Kneller Hall and gardens - built in the early 18<sup>th</sup> century as a large house near to the former village centre and then the Royal Military School of Music. It is now expected to become an Upper School for Radnor House; the White Hart Inn, a 17<sup>th</sup> century pub discretely situated on Kneller Road; and grade II listed Shot Tower in Crane Park.

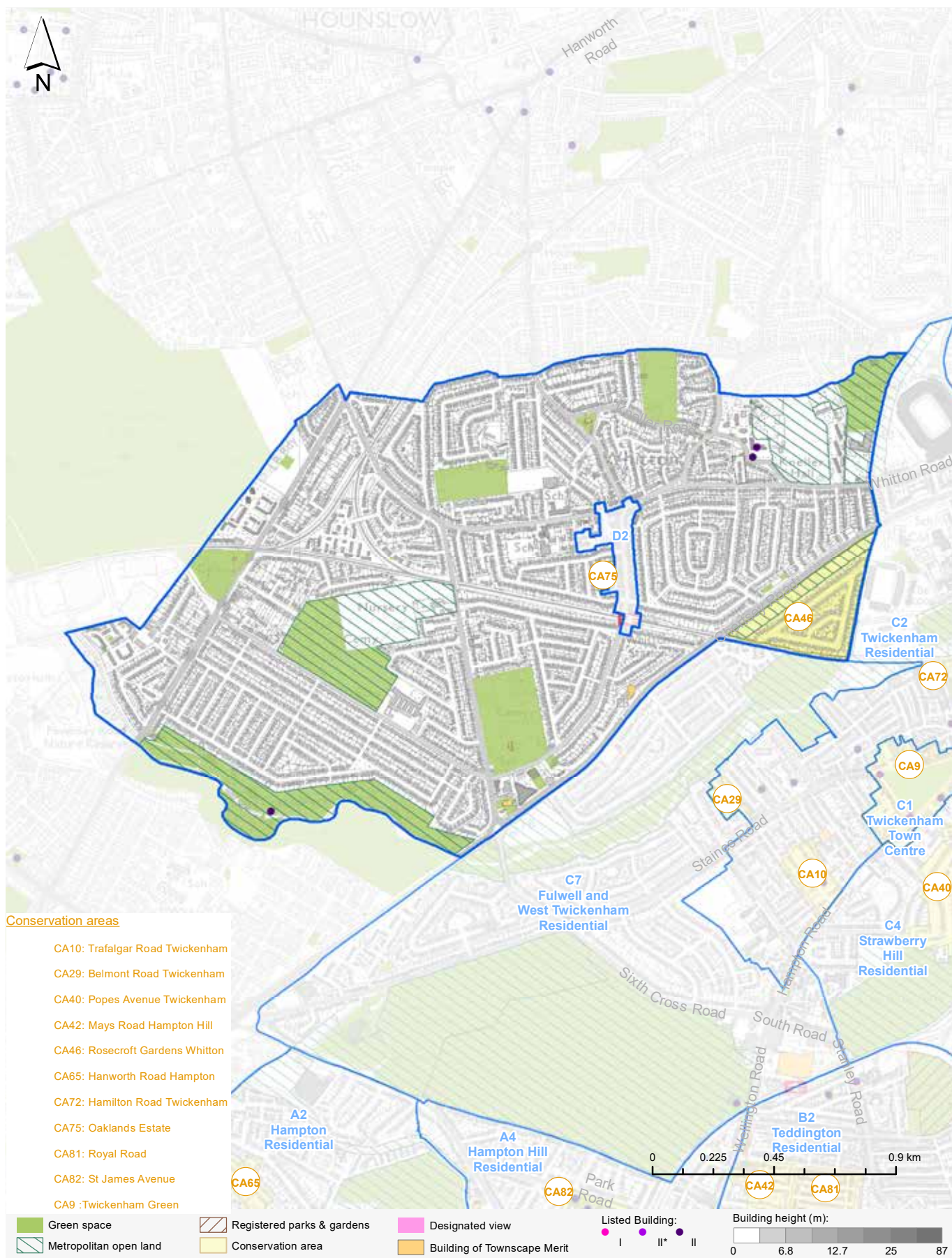
**Consistent character with built development following irregular layout of planned post-war estates**, for instance the curving, interconnected streets of Hazel Close, Redway and their surrounds. Many of the estates are set around cul-de-sacs and one-way roads, creating a calm character. Streets are mostly wide and tree-lined, and the low-rise buildings give way to open skies.

**Consistent building heights and ages**, are sometimes monotonous. Semi-detached, interwar houses are interspersed with terraced houses and bungalows. Buildings are mostly well spaced out and no more than 2 storeys. Extensive use of materials includes render, pebbledash, red brick and applied half timbering. Houses are mostly in fair condition, with some areas of apparent neglect. The variety in building styles and treatments reduces its overall cohesiveness.

**Rosecroft Gardens Conservation Area is a distinctive sub area**: a model 1930s estate of bungalows with painted render façades with brick surrounds to doorways. Gaps between buildings facilitate views of the wider landscape setting.

**Whitton Dene and Kneller Road has a sense of history**. Historic buildings mark the crossroads. Retained Victorian and Edwardian villas and terraces, such as the row of late 19<sup>th</sup> century red brick houses on Seaton Road, have since been surrounded by later developments which undermine the area's legibility.

**Hanworth Road neighbourhood centre is the main retail parade** formed of a group of adapted 1930s residential buildings. Ground level shop fronts are of varying quality. Two smaller shopping parades along Nelson Road and Powdermill Lane. There are numerous community facilities, including the Whitton Sports and Fitness Centre, Community Centre and Social Club, Library, and Murray Park and Hall.



**Fig.192: Whitton and Heathfield Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Generally wide, tree-lined streets contribute a sense of openness and a semi-rural feel. An attractive quality of the area.
- Several parks and open spaces punctuate the residential grain and the area is bordered by Crane Park and Hounslow Heath. These are valued for providing a sense of openness, are of biodiversity and recreational value and also maintain the suburban feel of the area. Crane Park also supports sustainable travel through several cycleways and the London Loop walking route.
- Sense of history and naturalness of Crane Park Island Nature Reserve including the Shot Tower.
- General consistency in building scales and street layouts is important in maintaining suburban character.
- Several historic buildings and landmarks, such as Kneller Hall, contribute a sense of identity and convey the area's historic context.
- Wide range of community services is of social value.
- Views outward from the residential estates, such as Rosecroft Gardens, over the Crane River Valley and Kneller Gardens.

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

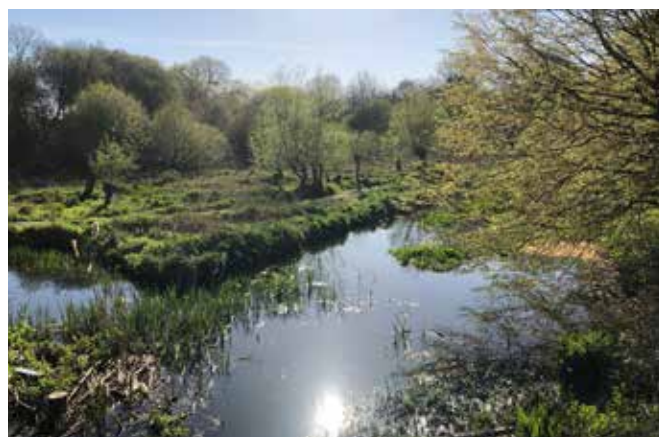
- Character of streets like Kneller Road is undermined by mis-match of building types and some areas of poorer building quality.
- Unsympathetic alterations and the loss of front boundary treatments and front gardens risks undermining the mostly well-planned streetscapes.
- Severing impact of Chertsey Road (A316) on parts of the area and source of noise and air pollution, disconnecting Rosecroft Gardens CA.
- Lack of coherence in retail parades - especially at Nelson Road and Powder Mill Lane, and low-quality public realm around them makes them less-attractive services for the community.



**Fig.193:** Grade II listed Kneller Hall, Royal Military School of Music



**Fig.195:** Locally listed St Philip and St James Church forms a positive local landmark



**Fig.194:** Crane Park Island Nature Reserve provides a range of aquatic, river edge, meadow and woodland habitats

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Suburban terraces
- Suburban semi-detached
- Detached
- Mansion blocks (landmark buildings)
- Churches



**Fig. 196:** Typical bungalow in the Rosecroft Gardens Conservation Area



**Fig. 197:** Grade II listed Shot Tower at Crane Park Island Nature Reserve, once the site of the Hounslow Gunpowder Mills from 1766

## Sensitivity

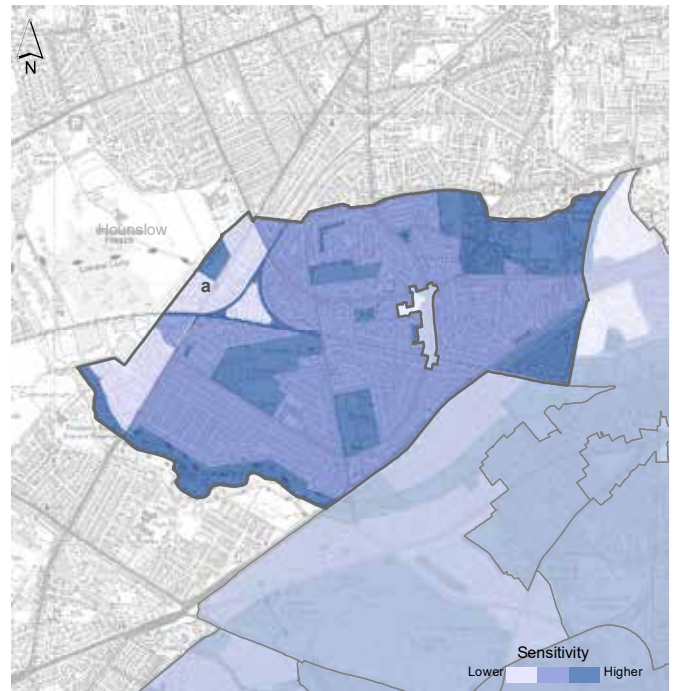
An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Whitton and Heathfield Residential has a medium sensitivity to change, with the potential for positive change which is sympathetic to the area's valued features.

There are relatively few valued features in the townscape, and a relatively weak character/sense of place overall, reducing sensitivity to change. However, aspects such as the consistency of built form scale, height and regular street patterns increase its susceptibility to change.

However, the following areas are of high sensitivity: conservation areas (Rosecroft Gardens), listed buildings and open spaces such as Kneller Chase Bridge, and the Crane River corridor.

The residential areas in the west of the area including Edgar Road/Conway Road/Feltham Triangle Estate and west of Hanworth Road (sub-area D1a), have relatively lower sensitivity to change and there is potential for new development or intensification to improve character. The lower sensitivity of the area relates to the variety in size and scale of built form and piecemeal infill from different ages, lower townscape quality indicated by loss and alteration of boundary walls and presence of wider streets which may be able to accommodate taller buildings (4-5 storeys).



**Fig. 198:** Whitton and Heathfield Residential sensitivity plan

© Crown copyright and database right 2021



## D2 Whitton High Street



Fig. 199: Brown brick 1930s parade of Whitton High Street

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Whitton High Street encompasses the town centre from Whitton Station to the Nelson Road junction. It is characterised by its mostly intact parades of 1930's buildings and shop frontages.

**The High Street developed along the former Percy Road, following the construction of Whitton Station in 1930.** The area was initially allocated for housing, until overridden by plans for a parade of 45 shops and businesses to form a new town centre. Prior to this, Whitton's village core was centred around Whitton Dene and Hounslow Road and what is now the High Street was a renowned market garden. The High Street was almost entirely built in the 1930's, with pockets of infill to replace buildings lost to the bombing in 1944, and a small number of 1960's buildings since.

**An intact and coherent character.** The High Street is dominated by its 1930's parades, displaying a degree of architectural consistency that makes it distinct from the rest of Whitton. It has a well-preserved aesthetic and a clear high street function with strong commercial/retail presence.

**Balanced proportions, with building heights not exceeding 3-storeys.** This provides a human scale and contributes to the more suburban feel of the High Street, reminiscent of Whitton as a settlement detached from London by an expanse of open lands.

### Distinctive architecture and building façades.

Parades were built as long, uninterrupted blocks with ground-level commercial use and a more formal appearance to the residential upper storeys. A sense of uniformity is reinforced through the consistent use of red brick, and the relatively level skyline of pitched and hipped roofs. There is some variation in their form and detailing, including taller, Neo-Georgian buildings with pilastered upper floors and a slight sense of grandeur; vernacular-inspired parades with gables and steeply pitched roofs; and less attractive, simple facades of the 1960's commercial development at the Iceland store.

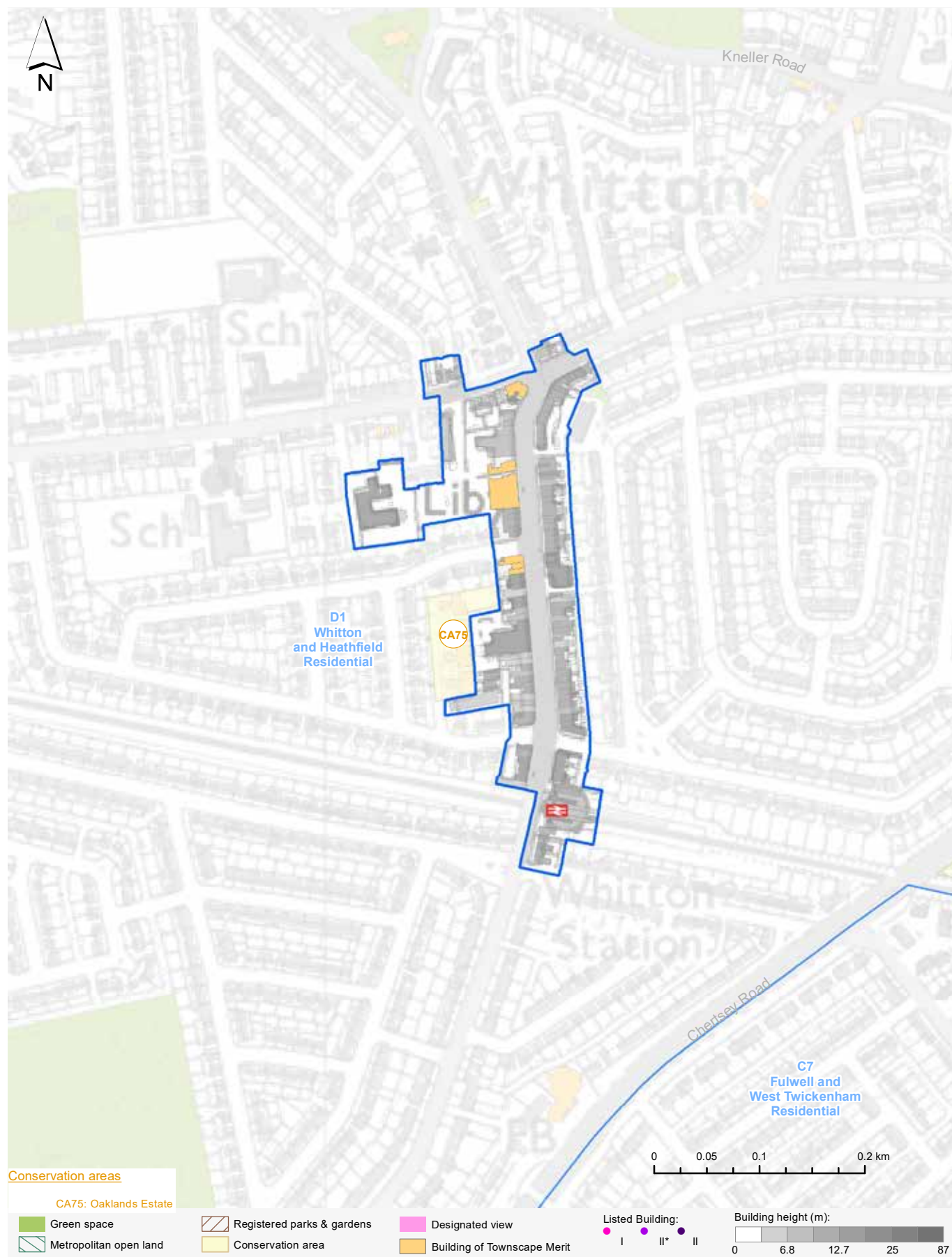
**A variety of different shops and services bring colour and diversity to the High Street.** Shop frontages appear unregulated and are often of a low-aesthetic quality but the general consistency in the scale of stores helps to maintain a sense of legibility along the High Street. Some of the original shopfronts have been retained (no.15, HSBC, no.78) with mosaic thresholds.

**Wide, high quality pavements** reduce the dominance of the road and allow pedestrian priority. The public realm benefits from regular furnishings and well-chosen 1930's-style lighting columns, and several cafés spill out onto the pavement. Such features help to make the High Street a more engaging and vibrant, people-focussed destination.

**The road is straight and flat, with a gentle curve at each end,** creating a sense of enclosure, containing views within the High Street. Long north-south vistas emphasise the street's architectural consistency and sense of place.

**Whitton Station** provides regular transport to London Waterloo and its location at the south end of the High Street increases footfall. The High Street is serviced by several bus routes and there is a car park off Library Way. Several residential streets feed into High Street, marked by distinctive rounded or angled corners to the parades, and provide important access for residents who often walk to the centre.

**Key buildings and landmarks** include: the Admiral Nelson public house and Fourways House - formal buildings that frame the northern entrance to High Street and convey a sense of identity; Whitton Station and the railway bridge demarcate the southern boundary of the High Street.



**Fig.200:** Whitton High Street character area plan

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The overarching consistency in building quality and scale is integral in maintaining the sense of coherence and uniformity along the High Street.
- The grander appearance of some of the Neo-Georgian buildings contributes a sense of formality that helps define the High Street as a town centre.
- Relatively wide and well-kept public realm along the streetscape reflects the more suburban character of Whitton and provides social value, making the High Street a destination for people to meet.
- Individual buildings of high quality including the art deco style Lidl store.
- The variety of shops and services along the street are important in the area's function as a town centre.
- The good accessibility of the High Street is of value to residents that rely on the street's commercial function.

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Unsympathetic building alterations risk undermining the uniform aesthetic.
- Limited street trees mean there is a dominant built-up feel.
- Inconsistent shop frontages undermine the legibility and aesthetic quality of the street.
- The 1960's development containing the Iceland store between no's 16-30 is unsympathetically designed in style and scale and of no value to the area's character.



Fig.201: Whitton Station



Fig.202: Art deco style buildings of townscape merit



Fig.203: The Admiral Nelson pub is a local landmark

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Shop front terraces
- Pubs
- Civic/transport

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Whitton High Street has a medium sensitivity to change, owing to the consistency in built vernacular and scale of buildings along the high street.

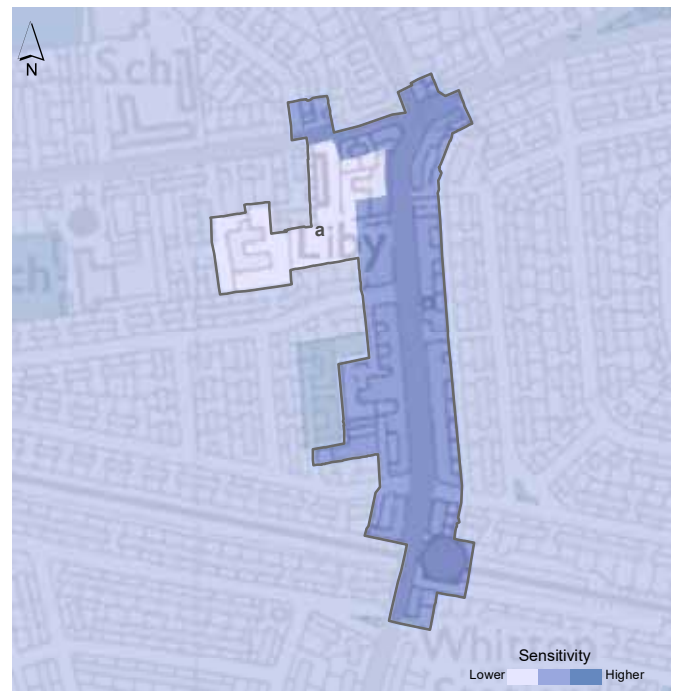
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the character described in the key characteristics. For example large floor plate 20<sup>th</sup> century commercial buildings (nos. 16-50) and surrounding development east and west of this, which are of less consistent design quality (sub-area D2a).



**Fig.204:** The quality of the façade of the Iceland building detracts from the overall quality of the high street



**Fig.205:** Trees and high quality wide pavements create a pleasant pedestrian environment with suburban character, despite the busy road



**Fig.206:** Whitton High Street sensitivity plan

© Crown copyright and database right 2021



## E Ham, Petersham & Richmond Park



Fig. 207: Grand houses front Ham Common

### Summary

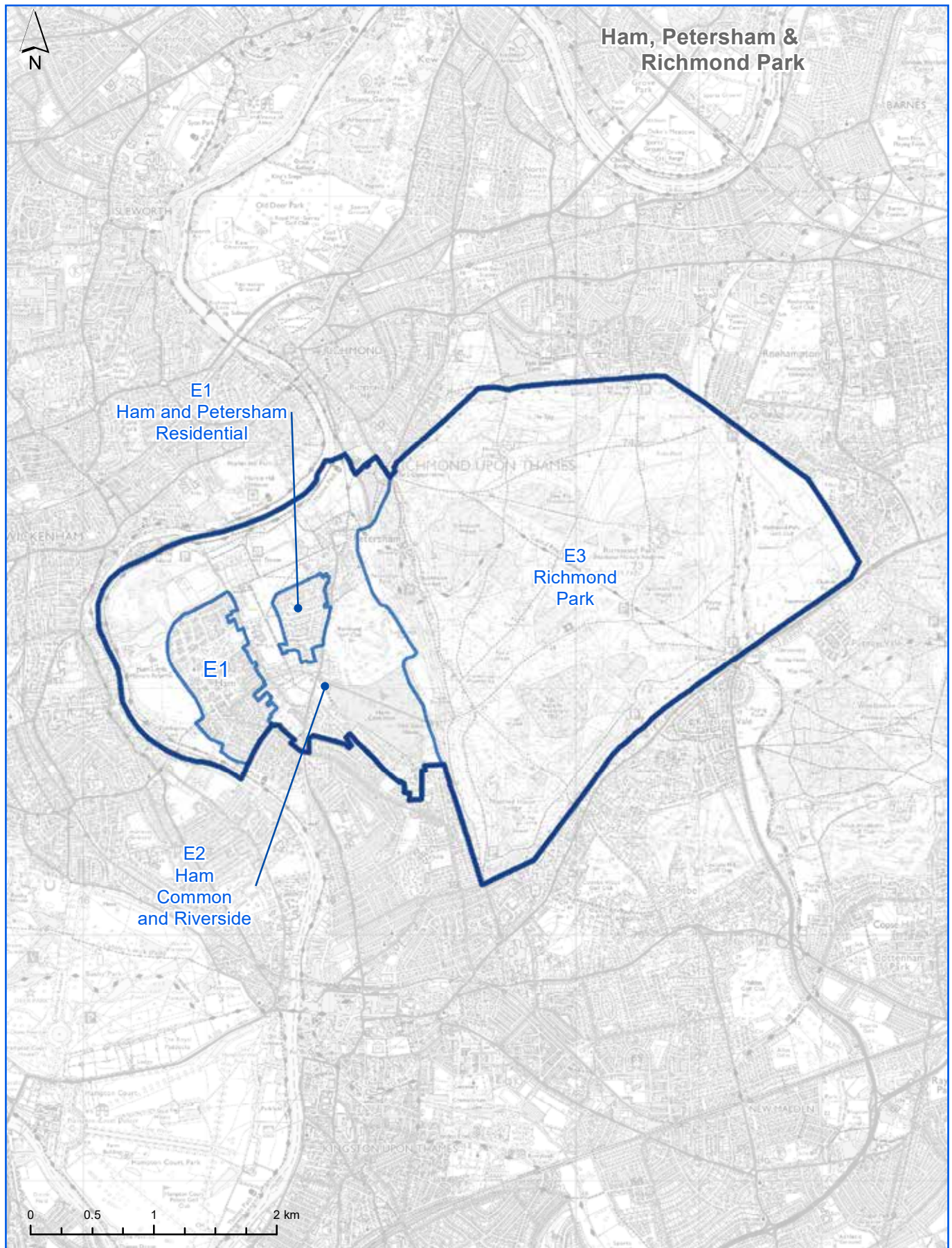
The Ham House estate was built in 1610, and had a prominent influence on the surrounding area. Nearby Richmond Park has changed little over the centuries since its enclosure for a deer park in 1637. The absence of a rail station and generally poor transport links discouraged extensive house building in the area. It consequently remained relatively undeveloped until the mid-20<sup>th</sup> century. Development is a combination of 18<sup>th</sup> century settlement along linear streets and 20<sup>th</sup> century suburban housing arranged in closes. In Petersham a number of large walled Georgian houses survive.

The area is defined by its setting on a bend in the River Thames and broad belt of open land. The National Trust-owned Ham House and Richmond Park are national landmarks and visitor attractions.

### Key changes and trends

- Ham and Petersham is an established area with little change expected.
- The Ham Close regeneration project will replace 192 existing, underperforming flats with new, high-standard homes.
- No further significant changes are planned, although the principal local shopping centre in the area, Ham Parade, will likely develop and improve over time, strengthening the existing character.





**Fig.208:** Place [E Ham, Petersham & Richmond Park](#) character areas plan

© Crown copyright and database right 2021



## E1 Ham and Petersham Residential



**Fig. 209:** Riverside open space provides a green setting to buildings on the northern edge of Ham

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Ham and Petersham Residential includes the two settlements of Ham and Petersham. Although distinct, the settlements are similar in their overarching residential character. They are contained within, and partly defined by, the complex network of open spaces around the Ham Common and Riverside character area.

**The area was formerly agricultural land until population growth and post-war housing policies initiated more extensive residential development from the 1930s-1960s.** Development occurred along historic roads such as Ham Street and Dukes Avenue, and around existing heritage asset such as Ham House Estate and the grand, Georgian buildings and cottages overlooking the Common.

**Topography is generally flat and low-lying,** situated on the Thames floodplain, though it rises sharply at the Richmond Hill scarp to the east of Petersham.

**Quiet, rural/green setting.** The wider landscape of the Arcadian Thames provides attractive, leafy views outwards of the residential area and contributes an air of tranquillity throughout. Wide-ranging views across Riverside Drive from Ham over the Ham Lands and sports fields give a sense of expansiveness and openness. Both Ham and Petersham have good access to nature and adjacent green spaces.

**The built environment is generally well-managed but is not of remarkable quality, with simple buildings of low-cost materials.** Building vernacular is consistent across these residential areas as mostly 20<sup>th</sup> century suburban-style housing arranged around closes and as contained blocks. Building heights are mainly 2-3 storeys. Petersham is slightly more diverse than Ham, with some larger buildings along Sandy Lane and Petersham Road contrasting with the narrow, more compact development along Sandpits Road.

**Streets are gently winding and deliberately laid-out, creating a leafy, low-density neighbourhood.** Front gardens and green verges and an abundance of incidental green spaces (which are mostly well-kept, amenity grass), recreation spaces and playgrounds create a village character.

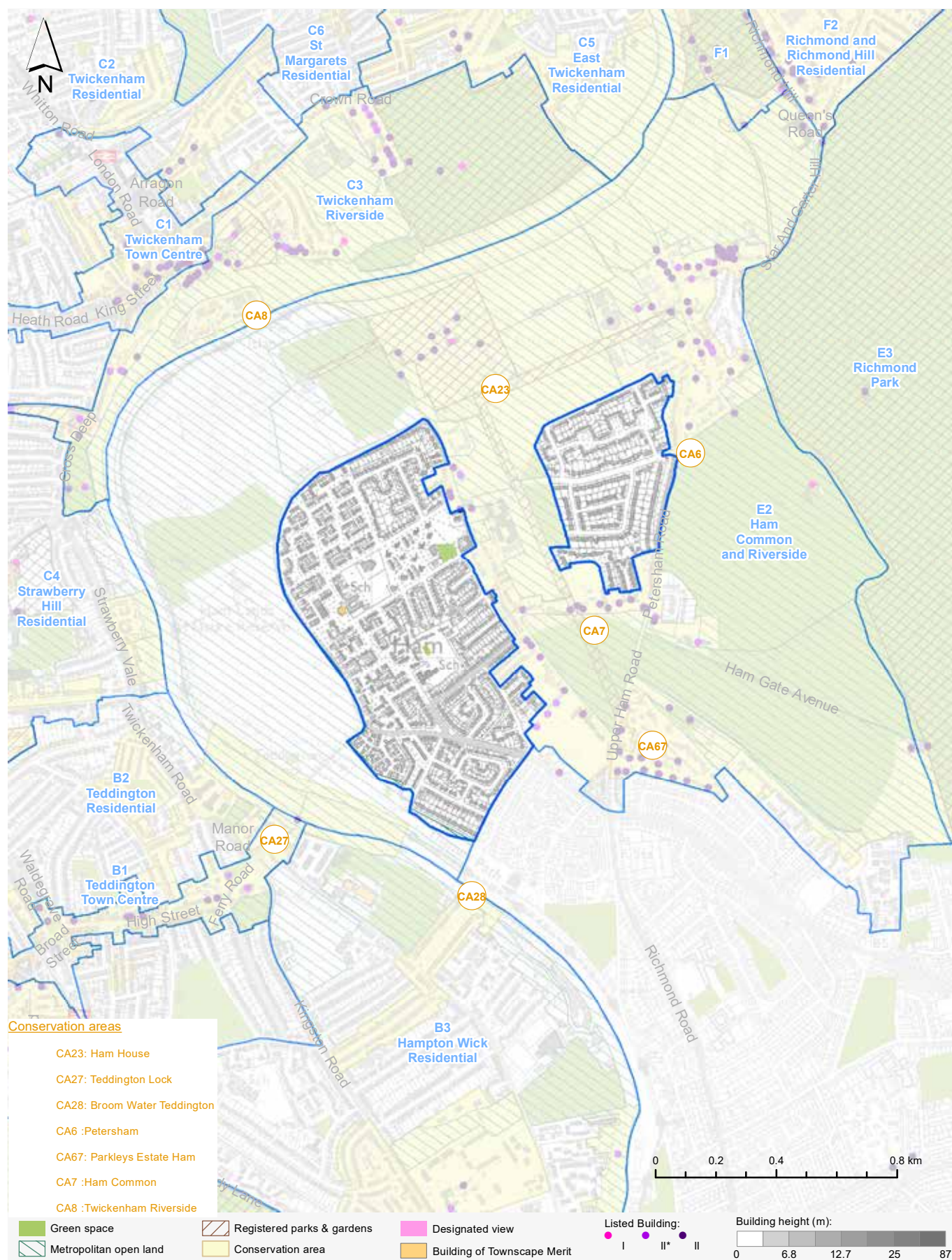
**The estates encourage community interaction through common open spaces and courtyards.** This is evident around Ham Green a place of townscape importance that contributes to the village-like character. Building types and scales are regular throughout the area and there are few distinct parts.

The 5 storey, orthogonal blocks of flats around Ham Close detract from the village character but their well-spaced layout reduces their impact on sense of openness. The local parade around Croft Way also has some unattractive blocks of 1960s flats of 3-4 storeys. The area has little sense of identity despite its community importance. Another small parade at the other end of Ashburnham Road is of similar quality and aesthetic and stands at odds with the more formal building styles south along Ham Street.

**Ham supports small clusters of community shops and services** at either end of Ashburnham Road, Ham Parade, and Ham Street. The community/institutional buildings in this part diversify the urban grain. They are generally low-quality buildings but serve a clear neighbourhood function.

**A relatively isolated area** without a train station, PTAL is relatively poor: ranging from 1a to 2 in the eastern part of Petersham. There are bus services to Richmond and Kingston but there are no major through-roads besides Petersham Road.

Most landmarks are within adjacent character areas, though local landmarks include St Richard's Church, which has an unusual aesthetic and forms a distinct landmark seen from the local parades.



**Fig.210: Ham and Petersham Residential character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Open spaces within the residential area, valued for leisure and recreation including Ham Village Green (west of Ham Street) which provides a central, open space for neighbourhood-scale recreation that forms a break in the urban grain and contributes to the village character of the area.
- Recent enhancements to local green spaces, such as more tree planting and wildflower gardens on the Green increase biodiversity value and the attractiveness of the space.
- The distinctive and high quality rural setting of the open spaces including the River Thames, Ham Common and Richmond Park, the majority of which is publicly accessible and designated Metropolitan Open Land. Access to the nearby open spaces for leisure and recreation provides local residents with good access to nature.
- The quiet, suburban and village character, with birdsong, feeling of safety and lack of urban intrusion.
- Local parades, important in providing community services and shops, particularly valued in the context of the relatively poor transport accessibility of the area.
- Views of surrounding open spaces from within the residential areas and particularly from the edges of the settlements, including from the western edge of Ham over Riverside Drive to the Ham Lands and sports fields.



Fig. 213: 5 storey blocks near Woodville Road, Ham

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lacking a sense of local distinctiveness with few landmarks or focal points. Though the low density of the development and do not detract from high quality surrounding green spaces and conservation areas/ listed buildings, they do not necessarily enhance them.
- Poorly connected with no nearby train stations.
- Some incidental green spaces offer little functionality and could be enhanced for biodiversity and aesthetic value.



Fig. 212: Typical 2 storey housing estate in Buckingham Road, Petersham



Fig. 211: Larger, detached house on Sandy Lane, Petersham

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Low-rise estates (mostly 1950s)
- Suburban semi-detached
- Detached
- Mid-rise flats
- Schools and education
- Community/leisure



Fig.214: The curving Stuart Road, Ham



Fig.215: Riverside Drive in Ham offers expansive views across Ham Lands

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to they types of changes likely to occur in the area.

**Overall, Ham and Petersham Residential has a medium sensitivity to change.**

The general townscape across both of these settlements is of medium quality, with largely consistent building heights. The prevailing sense of spaciousness and “village” character increase the sensitivity of this area.

Ham supports several local parades and areas of taller development, such as the 5 storey apartment blocks at Ham Close. It contains most of the sites listed as “opportunities for change” in the Ham and Petersham Neighbourhood Plan, and would more easily accommodate intensification or infill than the more regular and historic townscape of Petersham. Therefore Petersham has a ‘high’ sensitivity to change (sub-area E1a).

Any new change should carefully consider its design to fit into its surroundings.

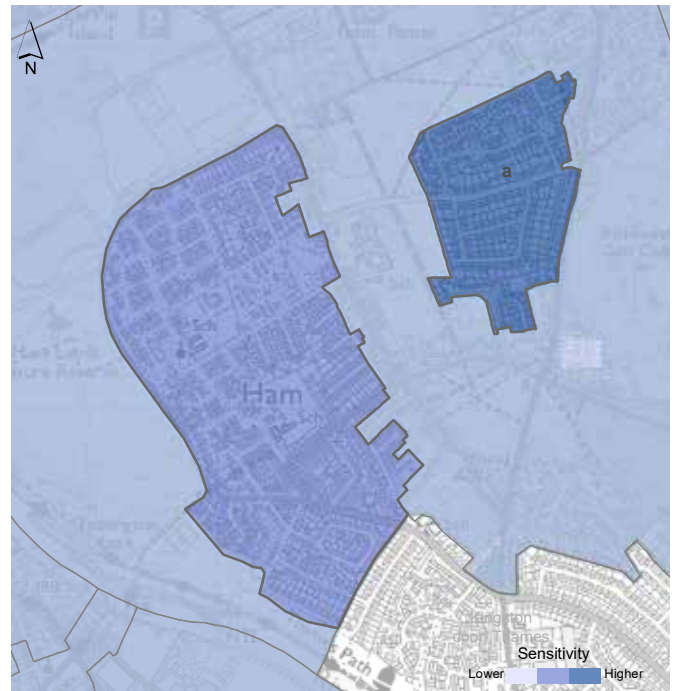


Fig.216: Ham and Petersham Residential sensitivity plan

© Crown copyright and database right 2021



## E2 Ham Common and Riverside



Fig. 217: Ham House built in the early 17th century

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

**Ham Common and Riverside** encompasses the stretch of riparian landscape following the River Thames from Petersham Common to Teddington Weir, and enveloping Ham and Petersham Residential character area. It includes several conservation areas and historic landscapes.

**A distinctive, semi-rural character and a sense of openness from extensive green spaces and the River Thames.** The area includes extensive open spaces, the majority of which are designated Metropolitan Open Land. It includes Petersham Common, Petersham Meadows, Ham Lands and Ham Common Woods Local Nature Reserves, Ham Common, Ham House and Garden and the Old Richmond Golf Club adjacent to Richmond Park.

**A historic townscape of very high quality** and consistently strong character, reflected in much of the area being designated as conservation areas including Ham House CA, Petersham CA, Ham Common CA, Parkleys Estate CA, and parts of Richmond Hill CA and Teddington Lock CA. The historic core of Petersham village dates to the early medieval period. Grand buildings have varied textures and detailing, such as Beaufort House on Ham Street, reflecting its historic relationship with the estate. High brick boundary walls and narrow, winding avenues are typical features. Buildings range from 2 to 3 storeys.

**Contained within the Thames floodplain**, the area consists of flat, low-lying topography except for the steep, eastward rise of Petersham Common where it climbs Richmond Hill scarp slope. Richmond Hill provides a green backdrop to views eastwards along the Thames and over Petersham Meadow.

### Remarkable views and vistas along the River

**Thames.** The area is within the view from Richmond Hill, as painted by Turner, and is safeguarded by the 1902 Richmond Petersham and Ham Open Spaces Act. Views towards Richmond Hill and the Royal Star and Garter often include the grazing cattle of Petersham Meadows, which enhance the historic, rural feeling, providing a sense of how this landscape might have used to look.

**Ham House and Estate** built in the early 17<sup>th</sup> century and are integral to the appearance and layout of the area, with their prominent avenues forming the basis for the corridor of green spaces to Ham Common. **Ham Common** forms the focal point of the conservation area and is a setting for local sport and recreation such as cricket and football. Several brick mansions overlook the Common, forming a grand frontage.

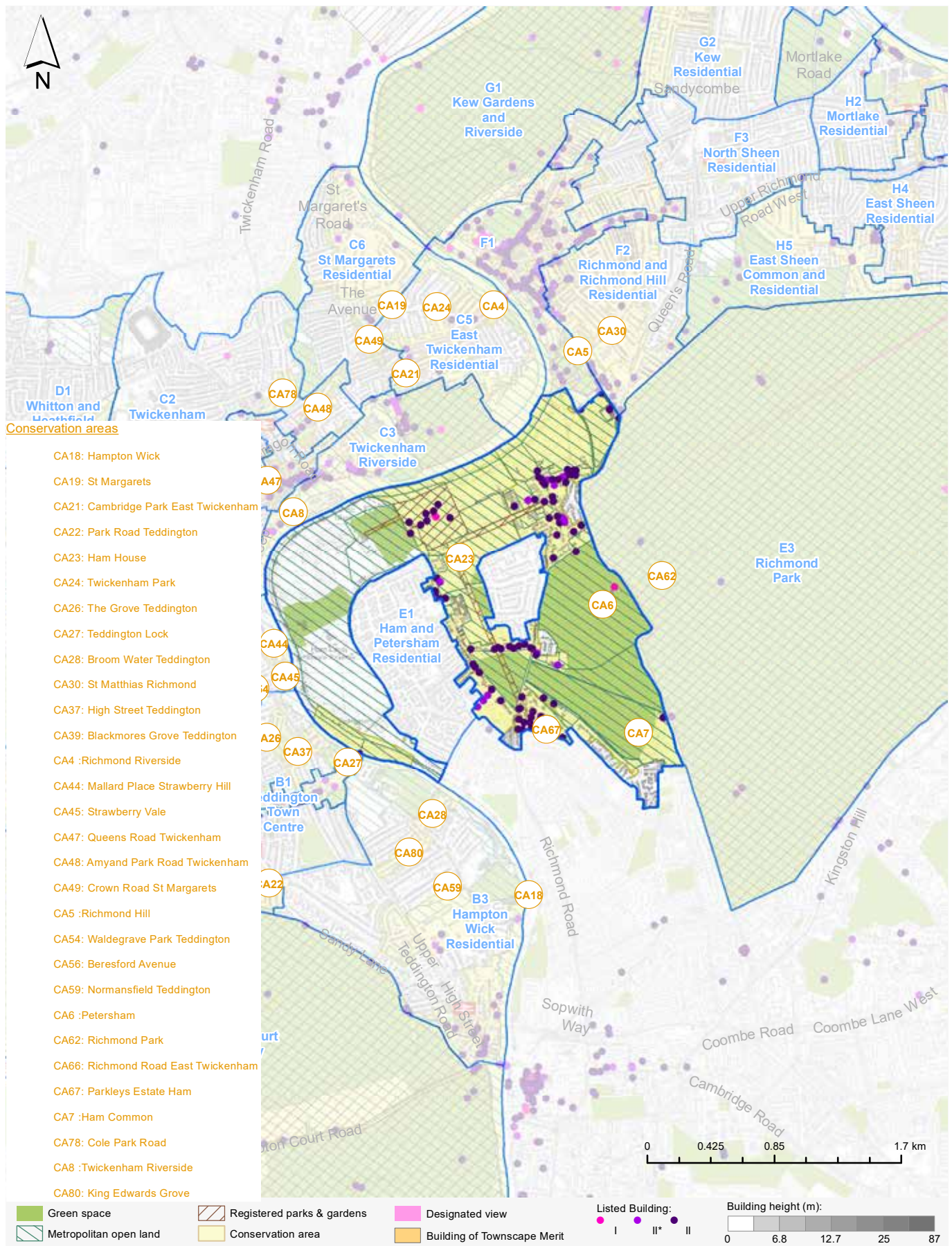
**Parkley's Estate CA** stands in contrast to much of the area, as a highly influential 1950s development of flats and detached houses in a lush, green setting.

### Poor public transport accessibility level (PTAL).

There are some bus links to Richmond and Kingston but few main roads and no nearby train stations. However, the area is intersected by several major walking routes and is readily accessible open space for residents of Ham and Petersham.

Numerous landmarks including:

- grade II\* St Peter's Church, of 13<sup>th</sup> century origin;
- exceptional 17<sup>th</sup> and 18<sup>th</sup> century mansions on Petersham Road of elegant, classical proportions;
- listed buildings fronting Ham Common such as Langham House and Gordon House;
- grade II listed Royal Star and Garter Home;
- Ham House, grade I listed and grade II\* registered park and garden;
- Ham Common and the tree-lined, historic avenue leading to the House;
- other listed buildings that contribute to the character and identity of the townscape.



**Fig.218: Ham Common and Riverside character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The River Thames and riverside open spaces, including the Thames Path and Capital Ring Walk of recreational, historical, and natural value.
- Biodiversity value including Ham Lands and Ham Common Nature Reserves.
- Exceptional heritage and historic landscape value across much of the area as described in the register of parks and gardens, conservation area appraisals and national and local listed building citations.
- The cultural importance of the influence of 17<sup>th</sup> century landscape design and perceptions of wilderness.
- Historic buildings such as Ham House provide significant destinations within the area (Ham House is now owned by the National Trust). They contribute to the area's identity and offer a sense of grandeur and history.
- Petersham Common and the Royal Star and Garter Home form a distinctive landmark and backdrop to the area, including within views eastwards along the Thames and over Petersham Meadow, as well as in more distant views such as from Kingston Bridge.
- Many valued views and vistas, including:
  - the designed tree-lined view towards Ham House from Ham Common;
  - views along the River Thames from both banks, to Richmond Hill and Petersham Common;
  - Teddington Lock bridge and the Ham War Memorial;
  - views across the River Thames from Ham House to Marble Hill House;
  - views from Richmond Terrace (within Richmond Town Centre and Riverside character area) to Petersham Meadow and the River Thames as painted by Turner.



**Fig.221:** Ham Pond forms a naturalistic feature on Ham Common

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Slight lack of legibility around Ham Common/Ham House Estate with intersecting roads, institutional buildings and inconsistent boundary conditions.
- Surrounding residential development in Ham appears to encroach slightly on this conservation area and is not sympathetic in style.
- Heavy traffic on Petersham Road is at odds with the setting.



**Fig.220:** Grade II listed Selby House in Ham Common Conservation Area



**Fig.219:** The Royal Star and Garter forms a distinctive landmark rising above the wooded scarp of Richmond Hill, from the northern bank of the Thames

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Detached
- Villas
- Mansion blocks (landmark buildings)
- Historic estate houses
- Pubs

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Ham Common and Riverside has a high sensitivity to change. The high value and susceptibility of the area mean that significant change is unlikely to be appropriate.

The openness and visual aesthetic of the area make it sensitive to built development, which has been limited to dispersed, historic buildings, well-contained residential areas, and small-scale leisure developments.



Fig. 223: Grade II listed Beaufort House in Ham House Conservation Area



Fig. 222: The Thames Path near Ham House looking towards Richmond Hill

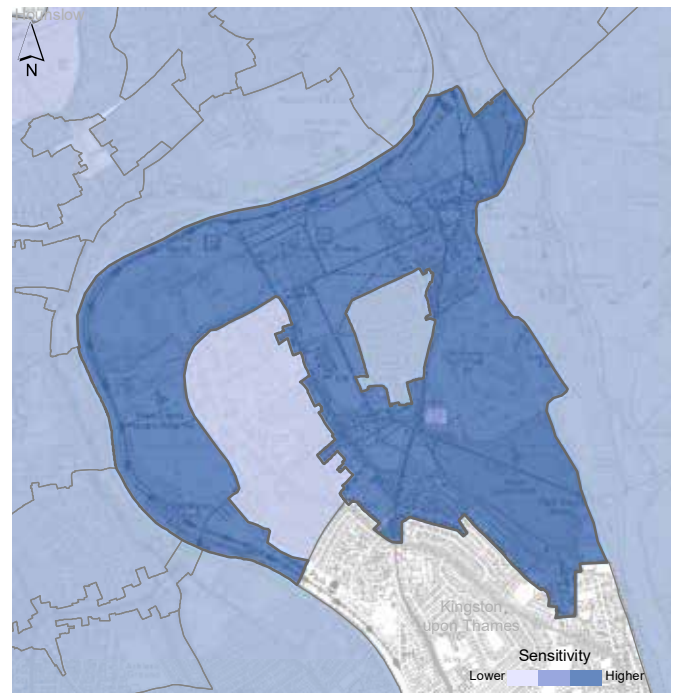


Fig. 224: Ham Common and Riverside sensitivity plan

© Crown copyright and database right 2021



## E3 Richmond Park



**Fig. 225:** Vista towards Royal Ballet School, through avenue of sweet chestnut trees

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Richmond Park is the largest of London's Royal Parks, covering 955ha. It is an important example of a medieval royal deer park. More information can be found in the park's Management Plan.

**Richmond Park was historically a deer-hunting ground** since its association with the Manor of Sheen estate in the 14<sup>th</sup> century. It was named Richmond after the manor's re-purposing as a royal palace for Henry VII. The park was formally enclosed in 1637 by Charles I and continued to function as a private deer park until its gradual redevelopment from the early 1800s. The Park remained as private land, with limited to no public access, until 1851, when full public access was secured through the Crown Lands Act. Increasing public access and a greater focus on the aesthetic element of the Park, corresponded with the end of deer-hunting.

### **Grade I listed Registered Historic Park and Garden of outstanding landscape interest and quality.**

Bordered by eight miles of grade II listed 17<sup>th</sup> century brick wall, Richmond Park is a royal deer park of pre-15<sup>th</sup> century origins. The main entrance is from Richmond Hill via the grade II listed Richmond Gate, from which the two main thoroughfares, Sawyer's Hill and Queen's Road, branch off. Much of the historic landscape design of the Park stems from the early 19<sup>th</sup> century, guided by concepts of the picturesque, to form

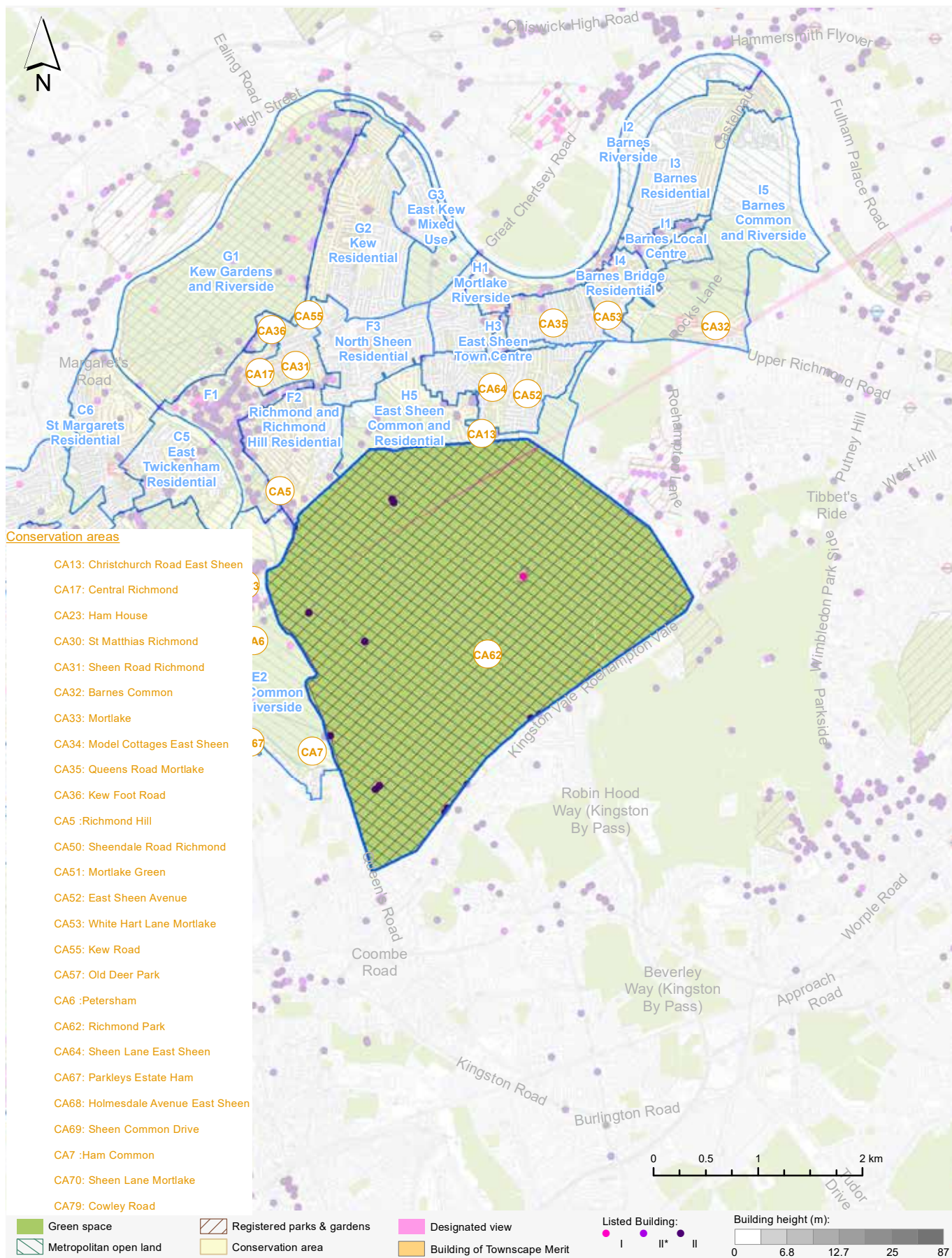
a deliberate, well-maintained vision of nature. The mix of natural habitats, informal layout of "planned" woodland stands (established after the Napoleonic Wars to give the Park a typical estate-like appearance), and open spaces feel organic, and generate a sense of depth and complexity. The Isabella Plantation holds an internationally important collection of ornamental trees and shrubs, many of which are rare.

**A sense of openness, with relatively high, undulating topography facilitating far-reaching views across London** including the designated view from King Henry VIII's Mound. The scarp slopes to the west of the park create opportunities for extensive westward views across the wooded landscape of the Thames Valley, to Windsor Park on the horizon and designed views from and towards White Lodge. Richmond Park is of significant importance for its vast size within the urban fabric of London and history of public access.

**Biodiversity and rich ecological heritage**, with a mosaic of ancient parkland trees and woodland, acidic and neutral semi-improved grassland, over 30 ponds, the Beverley Brook, and the smaller Sudbrook. Its scale and proximity to the Thames Corridor help it support a highly diverse wildlife community developed over centuries. It is designated a Special Area of Conservation (SAC) for its population of stag beetle, a Site of Scientific Importance (SSSI) for its diverse deadwood beetle fauna associated with the ancient parkland trees and it supports the most extensive area of nationally important lowland acid grassland in Greater London. It is also London's largest National Nature Reserve (NNR). Grazing herds of red and fallow deer are found within its boundary.

**A popular visitor destination.** Richmond Park receives approximately 5.4 million visitors each year. It is an important recreational and educational resource, offering opportunities for schools, specialist interest groups and visitors to experience wildlife and learn more about nature conservation.

**Several hunting lodges and royal country residences were built in the park in the 18<sup>th</sup> and 19<sup>th</sup> centuries and remain today as important landmarks.** These are generally grand buildings, of scales that reflect their status. The grade I listed White Lodge is the principal building within the park. It is a large, 18<sup>th</sup> century Palladian-style former hunting lodge, and now functions as the Royal Ballet School. Pembroke Lodge also dates to the 18<sup>th</sup> century and formerly functioned as the Molekeeper's cottage.



**Fig.226: Richmond Park character area plan**

© Crown copyright and database right 2021.



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The scale and expansiveness, and sense of openness, making the park a valued destination for leisure and recreation.
- Biodiversity value, reflected in designations as SAC, SSSI and NNR.
- The boundary walls and trees around the boundaries which screen much of the urban influence of surrounding development.
- Entrances such as Richmond Gate form a grand, first impression of the park, conveying a sense of historic importance and identity.
- Listed buildings, including the grade I listed White Lodge, and the grade II listed Pembroke House and Bog Lodge for their historic value and as features of interest within the park.
- Avenues of mature trees form physical and visual connections across the landscape and are valued for their visual amenity, natural and structural value.
- Historic designed landscapes and undulating topography form scenic views within, and out of, the Park. Valued views and vistas are recorded in the park's management plan, but include:
  - the designated view from King Henry's Mound to St Paul's Cathedral, as recorded in the London View Management Framework (LVMF);
  - westward views over the Thames Valley to Windsor from King Henry's Mound;
  - the vista along the tree-lined avenue of Queen's Ride to White Lodge from Sawyer's Hill;
  - Repton views from White Lodge to Pen Ponds;
  - views to the wooded skyline of Richmond Park from outside the area such as the elevated section of the A4 at Brentford and the A3 at Roehampton Vale.



**Fig. 228:** View west from King Henry VIII's Mound over the Arcadian Thames Valley

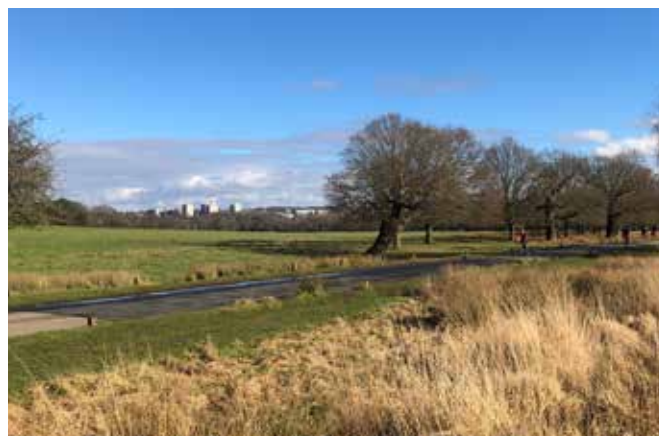
### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Slight erosion of park's character by sports fields and golf courses at the fringes.
- Visual impact of tall buildings outside of the character area contained within views. These detract slightly from the sense of expansiveness and rurality within the Park.



**Fig. 229:** View south-east over Pen Ponds, showing the undulating topography



**Fig. 227:** View south-east from Broomfield Hill shows distant high-rise buildings

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Detached
- Villas
- Historic estate houses

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

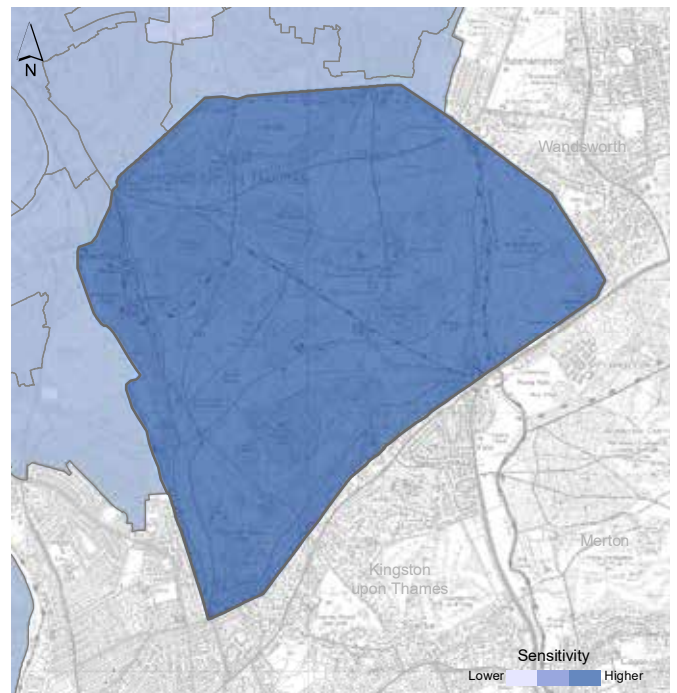
Overall, Richmond Park has a high sensitivity to change. The high value and susceptibility of the area mean that significant change is unlikely to be appropriate.



**Fig.231:** Herds of free-roaming deer are a distinctive feature of Richmond Park



**Fig.230:** Picturesque landscape setting around Pen Ponds



**Fig.232:** Richmond Park sensitivity plan

© Crown copyright and database right 2021



## F Richmond & Richmond Hill



Fig. 233: View from the historic site of Richmond Palace to the Green

### *Summary*

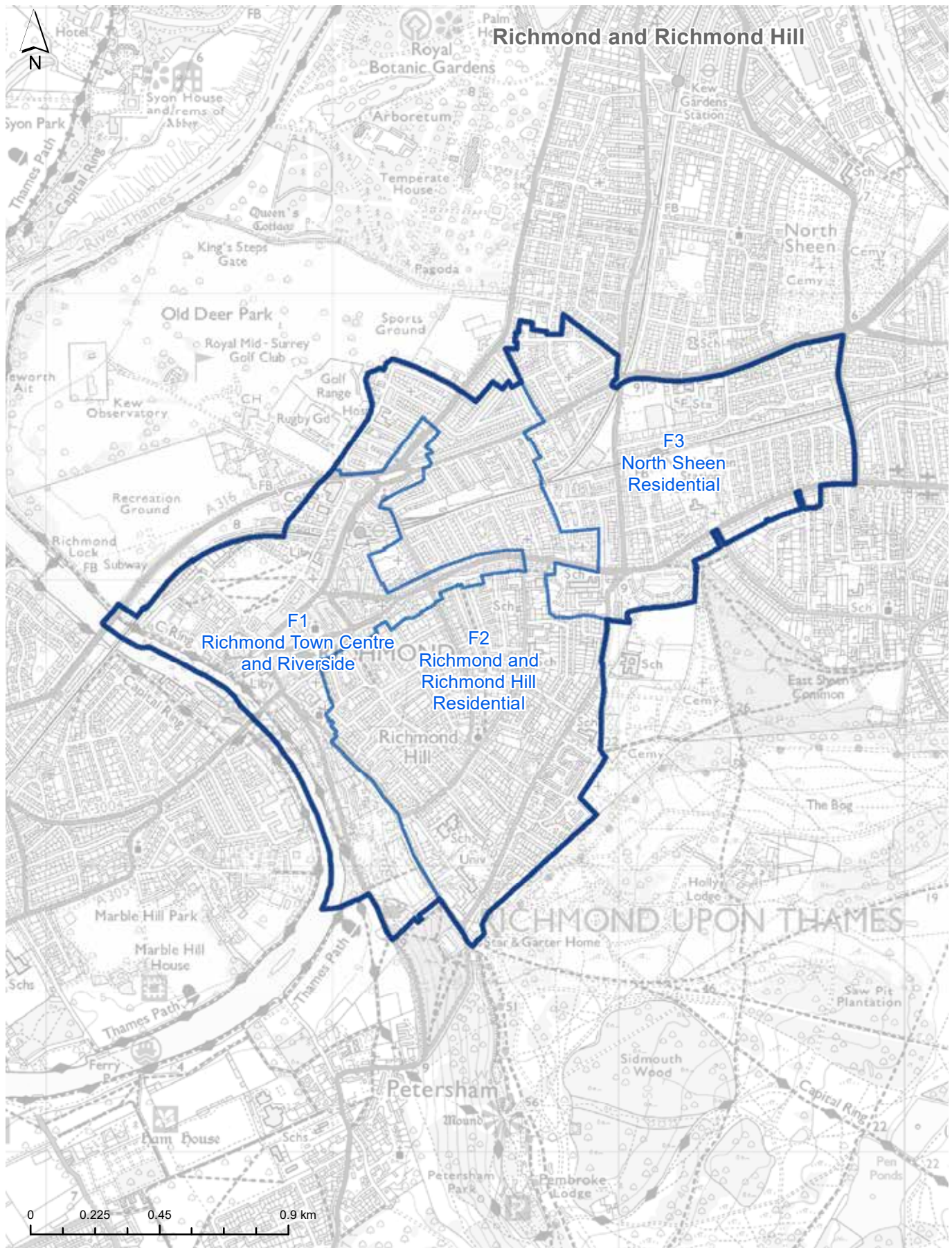
Richmond, known in the medieval period as Shene, was first recorded in the 10<sup>th</sup> century. The manor entered royal hands and the manor house became Shene Palace, later rebuilt as Richmond Palace. The settlement took the same name, becoming a fashionable location based on its royal associations. Residential development in Richmond and Richmond Hill grew most prominently following the arrival of the railway in 1856.

Richmond's commercial centre contrasts with the characterful, intimate pedestrian lanes leading to the river and Richmond Green. On Richmond Hill, St Matthias Church forms a landmark from which residential roads radiate downwards. Its setting of Old Deer Park and Richmond Park and spectacular views along the River Thames, create a unique sense of place.

### *Key changes and trends*

- Richmond town centre
- Sheen Road neighbourhood centre
- Industrial/office locations along Lower Richmond Road
- Site allocation at Sainsburys Supermarket, Lower Richmond Road





**Fig. 234:** Place [F Richmond & Richmond Hill](#) character areas plan

© Crown copyright and database right 2021



## F1 Richmond Town Centre and Riverside



**Fig. 235:** View from Richmond Bridge to the town hall and adjacent grade II listed Palm Court Hotel

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

**Richmond Town Centre and Riverside** encompasses the designated town centre, areas of commercial use, and associated conservation areas. It extends beyond the town centre, along the Thames between the Old Deer Park and Petersham Meadows.

**Richmond was first developed in the medieval period**, and in the Tudor period was home to arguably the most significant events of the time. Previously part of the ancient royal manor of Kingston upon Thames, Shene Palace (later Richmond Palace) was built from the mid-14th century. Palaces destroyed and rebuilt were residences of the English monarchy over subsequent centuries. Richard II in 1383, Henry VII rebuilt the Palace in 1501 renamed it in his family's honour (the Earls of Richmond), and Elizabeth I who died there in 1603. Broken up in the 1650s little remains, though Old Palace Yard is still reached through the gateway on the Green, and now occupied by grand early 18th century houses.

**A townscape of consistently high quality and predominantly intact**, reflected in the majority of the area being designated as conservation areas including part of Kew Foot Road CA, Central Richmond CA, Richmond Green CA, Richmond Riverside CA and part of Richmond Hill CA. There are also large numbers of listed buildings and buildings of townscape merit, registered parks and gardens at Richmond Terrace

Walk (grade II\*) and Terrace Buccleugh Gardens (grade II) and Metropolitan Open Land at the Green and riverside. The diversity of architecture, with many exuberant individual buildings, details, textures such as independent or traditional shopfronts, creates a coherent and vibrant street scene.

**Balance and harmony of building heights and skylines.** Buildings are 2-3 storeys in the historic part of the town centre and 3-4 storeys along the high street. Characteristic materials and features include gables, mixture of brick, stone and render.

**Historic, narrow alleyways** leading to the Green and the river, with outdoor seating and speciality shops have an intimate feel and provide contrast to the openness of the two more expansive areas. Glimpses along the alleyways provide moments of interest and emphasise the relationship between river and town.

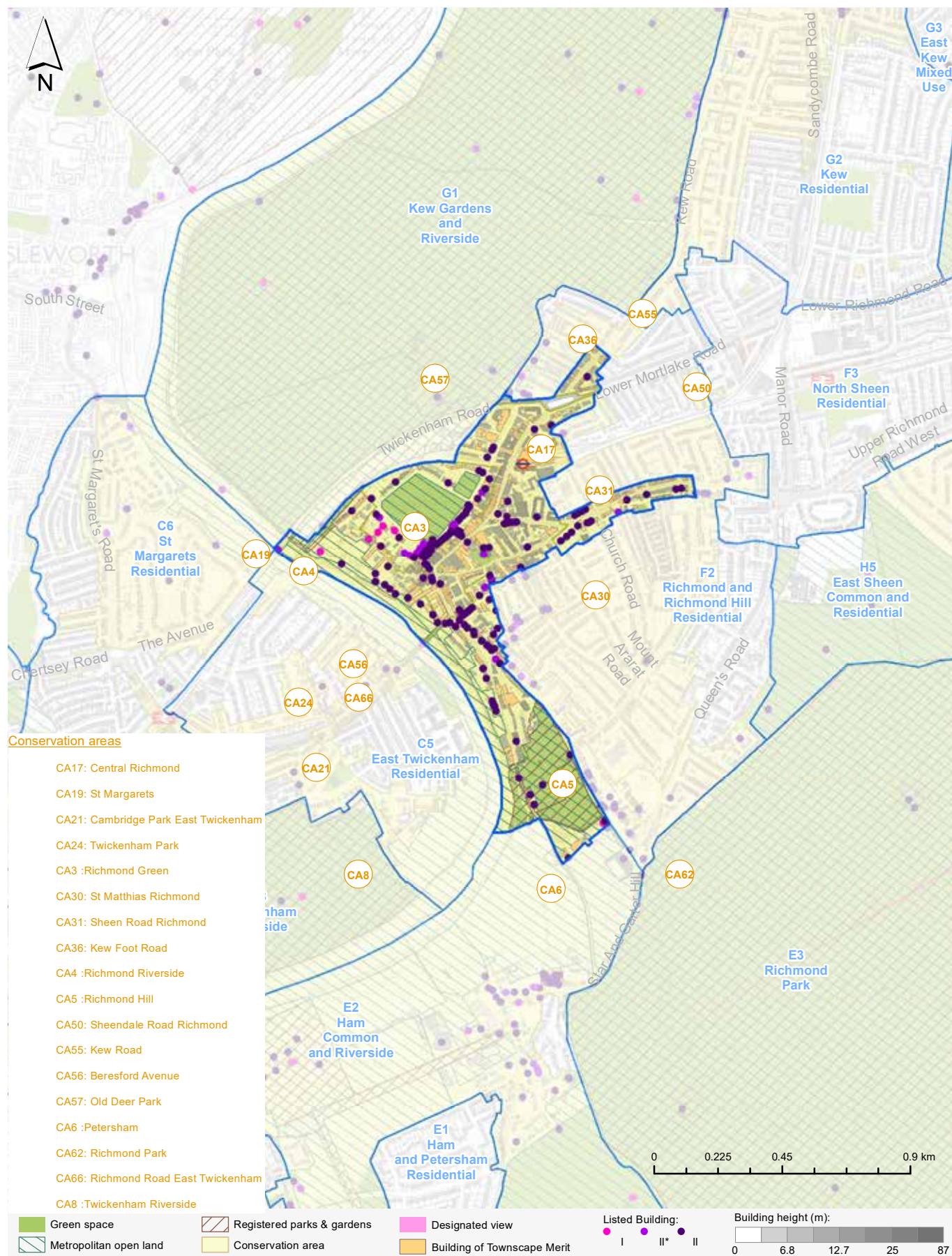
**The major shopping centre in the borough** and a popular destination for shopping, eating and drinking, with an interesting and vibrant street scene. The commercial offer includes a range of large and specialised shops. Cultural attractions include theatres and the Museum of Richmond.

**The Green Conservation Area**, the central part of which is a fine example of an early urban green with a feeling of formal elegance and a grand setting for the listed buildings that surround it. Little built form intrudes into the sky above the surrounding buildings emphasising the inward looking feel of the space, with uninterrupted views across its wide expanse.

**The riverside and its public realm** provides a sense of openness, spaces to gather and functions as a flood zone area. The tree-lined banks, promenade, boats, boat houses and activity on the river create a recreational water frontage of much interest and setting to the important buildings.

**Richmond Terrace**, a public walk laid out c.1700, used as a promenade and viewpoint and much celebrated in literature and art from the 17th century. The prospect over the River Thames was one of the earliest places to inspire appreciation of the landscape.

Numerous landmarks as described in relevant citations include Almshouses on Sheen Road, the Orange Tree, Parkshot, Odeon cinema, Old Town Hall, Asgill House, The Wick, Richmond Hill (both grade I listed), Richmond Bridge, Church of St Mary Magdalene (grade II\*), Dome Buildings (grade II).



**Fig.236: Richmond Town Centre and Riverside character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The exceptionally high quality townscape, buildings and historic character.
- The site of Richmond Palace, for its archaeological, heritage and historic landscape value, and which includes four Grade I listed buildings.
- The Green, including its high scenic quality, harmonious relationship between the significant open space and the grand, historic buildings fronting it.
- Historic townscape elements and streets such as Duke Street.
- The activity from public buildings including pubs, ensure active frontages and vibrancy.
- The riverside open spaces, valued for their sense of openness, as a setting to surrounding buildings, the high scenic quality and as a place to gather and socialise.
- Trees and planting, particularly at the riverside, which is particularly valued in an urban setting.
- Connectivity to open spaces including the riverside, the Green, the Thames Path and the Old Deer Park.
- The intimacy and sense of history in the small scale alleyways with cafés and local speciality shops.
- Registered parks and gardens at Richmond Terrace Walk (grade II\* listed) - for the heritage value, views and associations with literature and art from the 17th century onwards.
- Many valued views and vistas, including:
  - views towards and across the Green;
  - views along the riverside to both bridges including the opposite green bank;
  - views from Richmond Bridge in both directions;
  - the commanding prospect from the grade II\* Richmond Terrace Walk to the River Thames;



**Fig. 239:** Grade I listed The Wardrobe in Old Palace Yard is partly 16th/party 18th century brickwork, behind which the timber-framed walls may be surviving remnants of the Medieval Richmond Palace which burnt down in 1493

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lack of active frontage in places along the High Street, partly due to recently closed shops such as House of Fraser, but also due to office buildings without active ground floor uses e.g. opposite the station and the 1980s brown brick block backing onto Parkshot.
- Postwar infill buildings often detract from the high quality historic buildings and otherwise high quality of the streetscape.
- Underwhelming sense of arrival at Richmond Station due to poorly maintained and unremarkable public realm. Emphasised by standard of active frontages and unsympathetic buildings opposite the station.
- Twickenham Road severs the High Street from the Old Deer Park and parade of shops/restaurants along Kew Road.
- Busy traffic along the High Street and busy pedestrian traffic along narrow footways.
- Lack of street trees and green on the High Street.



**Fig. 238:** Historic, varied and interesting buildings are the setting for a lively shopping scene



**Fig. 237:** The Green is a popular open space for socialising, fronted by grand 3 storey 17th and early 18th century terraced townhouses on its south east side

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Town centre retail
- Civic/transport
- Community/leisure
- Pubs
- Shop front terraces
- Period terraces
- Villas
- Mansion blocks (landmark buildings)

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Richmond Town Centre and Riverside has a high sensitivity to change, and extensive change is not appropriate.

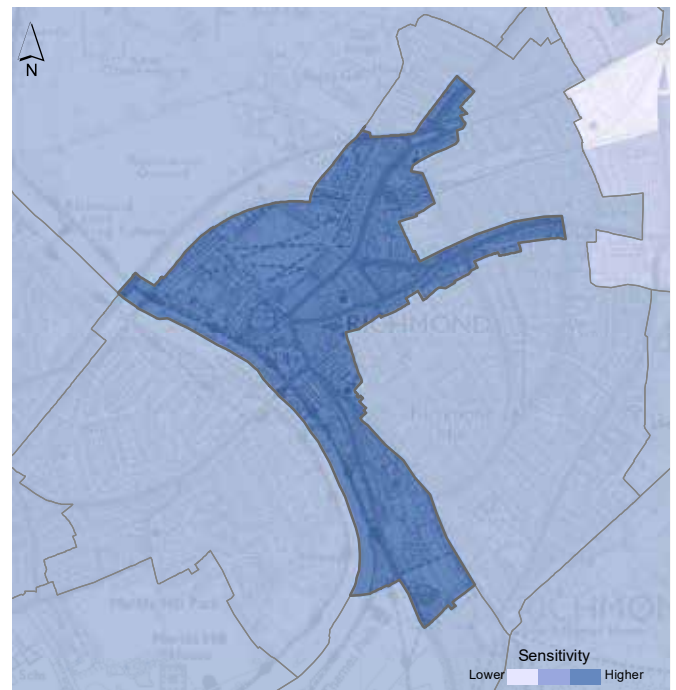
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig. 240:** Narrow alleyways with independent shops have a sense of interest and intimacy



**Fig. 241:** View from Richmond Terrace Walk, grade II\* registered park and garden - a public walk laid out c1700 and much celebrated in literature and art



**Fig. 242:** Richmond Town Centre and Riverside sensitivity plan

© Crown copyright and database right 2021



## F2 Richmond and Richmond Hill Residential



**Fig. 243:** Consistent high quality 3 storey Victorian semi-detached houses line the hill, with St Matthias Church visible in the background

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

**Richmond and Richmond Hill Residential** encompasses the residential area around Richmond Town Centre, including Richmond Hill in the south-east. In the north-east there is a gradual transition to Kew Residential. Several conservation areas and nationally or locally listed buildings reflect the high quality townscape.

**Settlement in Richmond dates back to 1350** and has long been a sought-after location for the charm of its natural landscape and far-reaching views. The arrival of the railway in 1856 spurred most of the development, until which the area was just fields punctuated by a few large 18<sup>th</sup> century houses. Proximity to the historic town centre has influenced its subsequent dense development. High quality 18<sup>th</sup> and 19<sup>th</sup> century town houses developed along primary routes such as Kew Foot Road - the historic road that linked Richmond to the old ferry crossing at Kew, and Sheen Road which was the historic Richmond-London route.

**Historic street pattern:** the townscape layout was influenced by the topography and the course of historic roads and field boundaries, such as the winding Albany Passage. Larger, grander buildings were built on the hill whilst smaller properties are concentrated towards the base of the slope along railway line, e.g. 2.5 storey Victorian terraces on Larkfield Road.

**Calm, colourful, and formal.** Its historical character

is reflected in the majority of the area designated as conservation areas, including part of Richmond Hill CA, St Matthias CA, Sheen Road CA, Sheendale Road CA, Kew Foot Road CA and a small part of Central Richmond CA. Intact boundaries and well-managed public realm contribute to the sense of uniformity and high aesthetic quality.

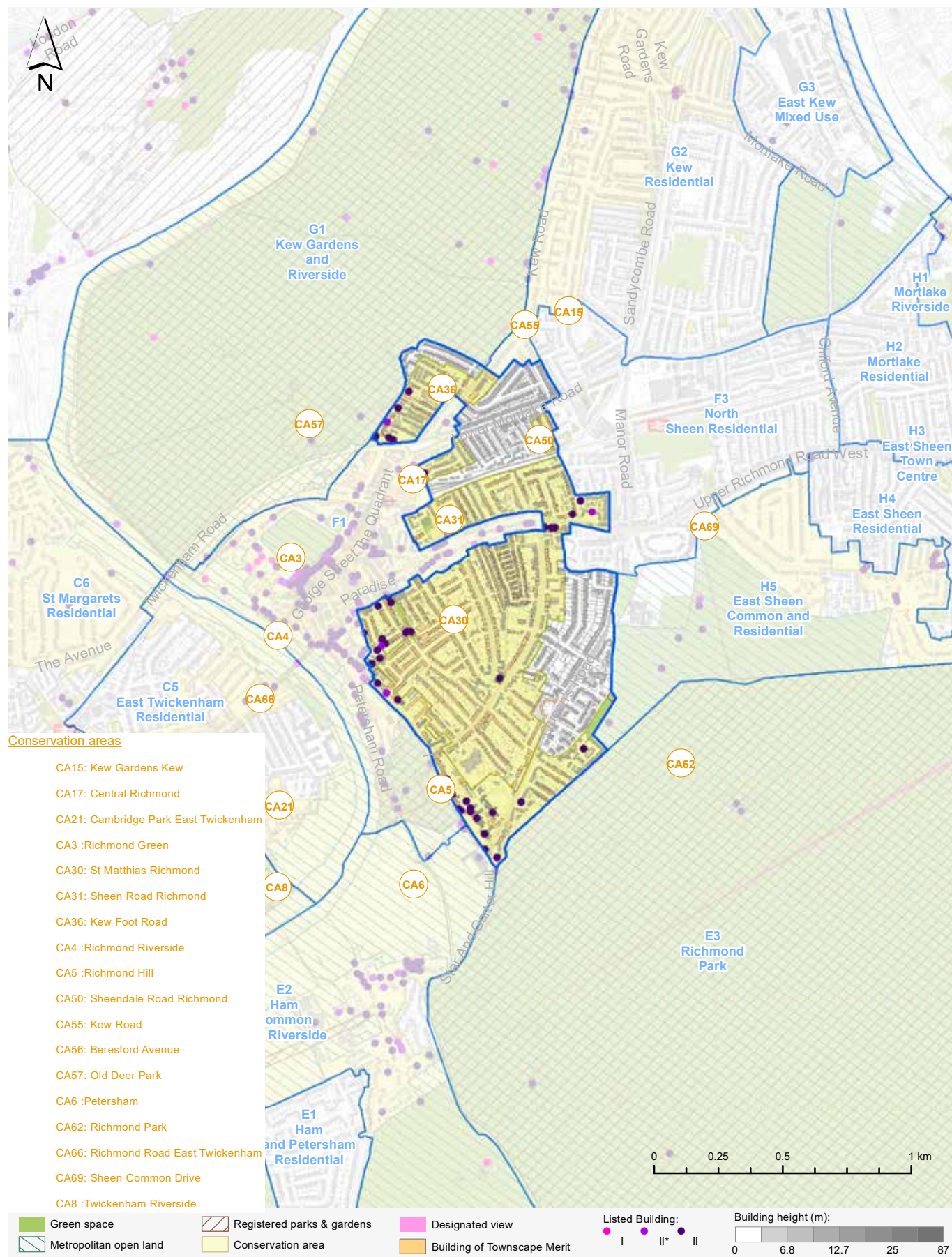
**Scenic views**, a result of the steep topography which rises southwards towards Richmond Park, and the scarp slope marking the western boundary of area where there are panoramic views from Richmond Hill (within Richmond Town Centre and Riverside character area). Long-reaching views along tree-lined streets towards Richmond Park and the Old Deer Park, as well as along streets to the Pagoda in Kew and open views north to Brentford provide a distinctive sense of place.

**Grand and tall houses with some distinctive, and special buildings.** A cluster of listed buildings on the east side of Richmond Hill reflects an exceptional townscape quality. Houses are mostly Victorian but interspersed with individual 1930s and post-war blocks. Building heights are generally 3.5 storeys, rising to 5 storeys on prominent main routes; away from the historic main routes, houses are more typically 2 storeys. A variety of rooflines with subtle changes in heights and shapes of buildings generates interest and diversity. There is overarching consistency and harmony in their scale and appearance, and high quality materials and details. Materials include red brick, white render and stone.

**The area is primarily residential but contains some localised runs of small shops**, for instance, along Church Road and Kew Foot Road. There are also several other service-based and institutional buildings, such as schools, a university, and hotels. Richmond Town Centre, Sheen Road neighbourhood centre and Kew Road local centre serve the area.

Well-served by buses, Richmond and North Sheen Stations result in good PTAL ratings in the north of the character area, reducing to poor (1b) in the south of the area around Richmond Hill.

**A large number of interesting and grand buildings in the area create general interest. Some key landmarks** include: The Star and Garter (within Ham Common and Riverside character area); St Matthias Church; The American International University; Dunstable House; Almshouses on Sheen Road; and individual mature trees such as the large London planes by Pesthouse Common.



**Fig.244: Richmond and Richmond Hill Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- High scenic quality and unified streetscene of the period houses, mature trees and high quality materials. Intact boundaries and well-managed public realm contribute to the sense of uniformity and high aesthetic quality.
- Listed and unlisted buildings of high quality including locally distinctive buildings, such as the 18<sup>th</sup> century Royal Hospital in Kew Foot Road CA and almshouses on Sheen Road - set in formal grounds provide a particular feature of interest and a quiet enclave in contrast with the busy main road.
- Mature street trees and vegetation in front gardens, which enhance views and soften the built environment, as well as create a strong setting to Richmond Park, Old Deer Park and the town centre.
- Heritage value and historic character of the townscape including features such as lampposts, bollards, railings, granite setts and brick boundary walls.
- Connectivity to surrounding open spaces and the River Thames, particularly valued in the context of there being few open spaces within the character area itself.
- Scenic views, particularly up and down Richmond Hill. Valued views and vistas, include:
  - views northwards to the Old Deer Park from within Kew Foot Road CA;
  - views along tree-lined streets towards neighbouring open spaces such as Richmond Park and the Old Deer Park;
  - views to the Pagoda in Kew such as from Kew Foot Road,
  - views to St Matthias Church from numerous locations including Park Rd.



**Fig. 247:** Grade II listed Almshouses set in formal grounds provide a particular feature of interest and a quiet enclave to the busy Sheen Road

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Multi-storey car park on Paradise Road/ Grosvenor Road is a locally detracting feature, particularly in its frontage to the Vineyard Passage Burial Ground.
- Loss of front gardens to parking.



**Fig. 246:** The stone spire of St Matthias Church is a distinctive feature of views in and around the character area



**Fig. 245:** Locally listed Friston Villas on Church Road near Richmond town centre

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Semi-detached
- Detached
- Low-rise flats
- Mansion blocks (landmark buildings)
- Pubs
- Churches
- Schools and education

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Richmond and Richmond Hill Residential has a high sensitivity to change, and extensive change is not appropriate.

There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



Fig. 248: Ornate Victorian houses on Kew Road



Fig. 249: Locally listed grand 3 storey houses on Richmond Hill

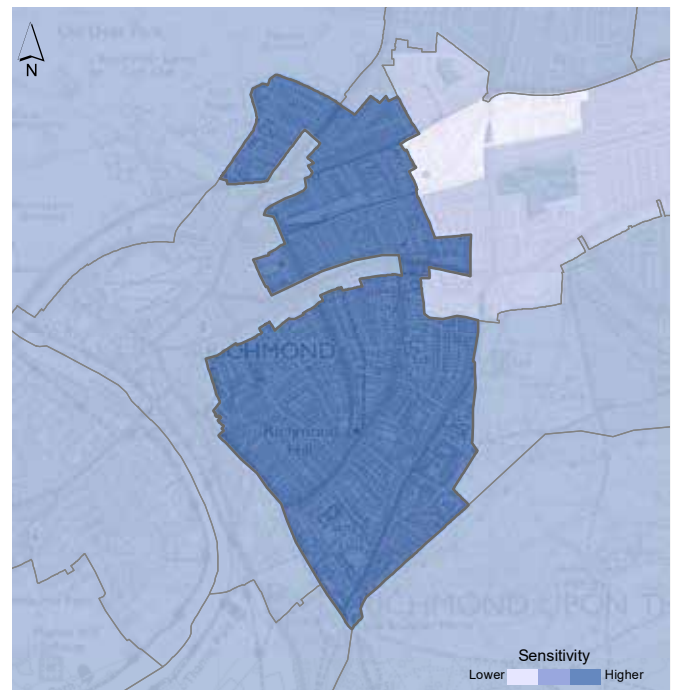


Fig. 250: Richmond and Richmond Hill Residential sensitivity plan

© Crown copyright and database right 2021



### F3 North Sheen Residential



Fig. 251: 2-3 storey terraced houses on Tangier Road

#### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

North Sheen Residential is comprised of the mostly residential area mostly lying between the A305 Upper Richmond Rd/Sheen Rd and Lower Richmond Roads, and including North Sheen Station and mixed use development at Manor Rd/Lower Richmond Rd.

**John Rocque's map of 1746 shows North Sheen as small, enclosed fields of farmland**, which are evident today in the retention of the Manor Road Allotments and street names such as Kings Farm Avenue. Fields were intersected by two main roads, lined by well-spaced, large buildings, which influenced the subsequent townscape development. Development around North Sheen mostly occurred in the late 18th and 19th centuries with the infill of the former fields and implementation of a more closely knitted, gridded urban grain of rows of smaller, terraced buildings.

**Quiet, nondescript rows of residential streets** following a regular grid layout parallel and perpendicular to the intersecting main roads and railway, such as the streets between Denehurst Gardens to Warren Avenue. These residential streets have a consistent, regular layout of inter-war semi-detached houses with consistent scale and height of predominantly 2-storeys. Houses are generally terraced or semi-detached and 1930-50's. Streetscapes can be monotonous, but with a semi-suburban feel.

**Manor Grove is one of the more distinctive streets** due to its opposing rows of buildings of townscape importance. These buildings form a uniform group of 2-storey, terraced houses from the early 20th century. The repetition of red stock brickwork, panels, and string courses, with street trees and planted front gardens, forms a neat and consistent aesthetic. This good quality, well-maintained character prevails along most of Lambert Avenue until broken by the less attractive, mid-20th century, low-rise apartment blocks in the east. Bicester Road, Somerset Avenue and Lower Road are characterised by a mix of pebbledash and red brick inter-war terraces of similar scale.

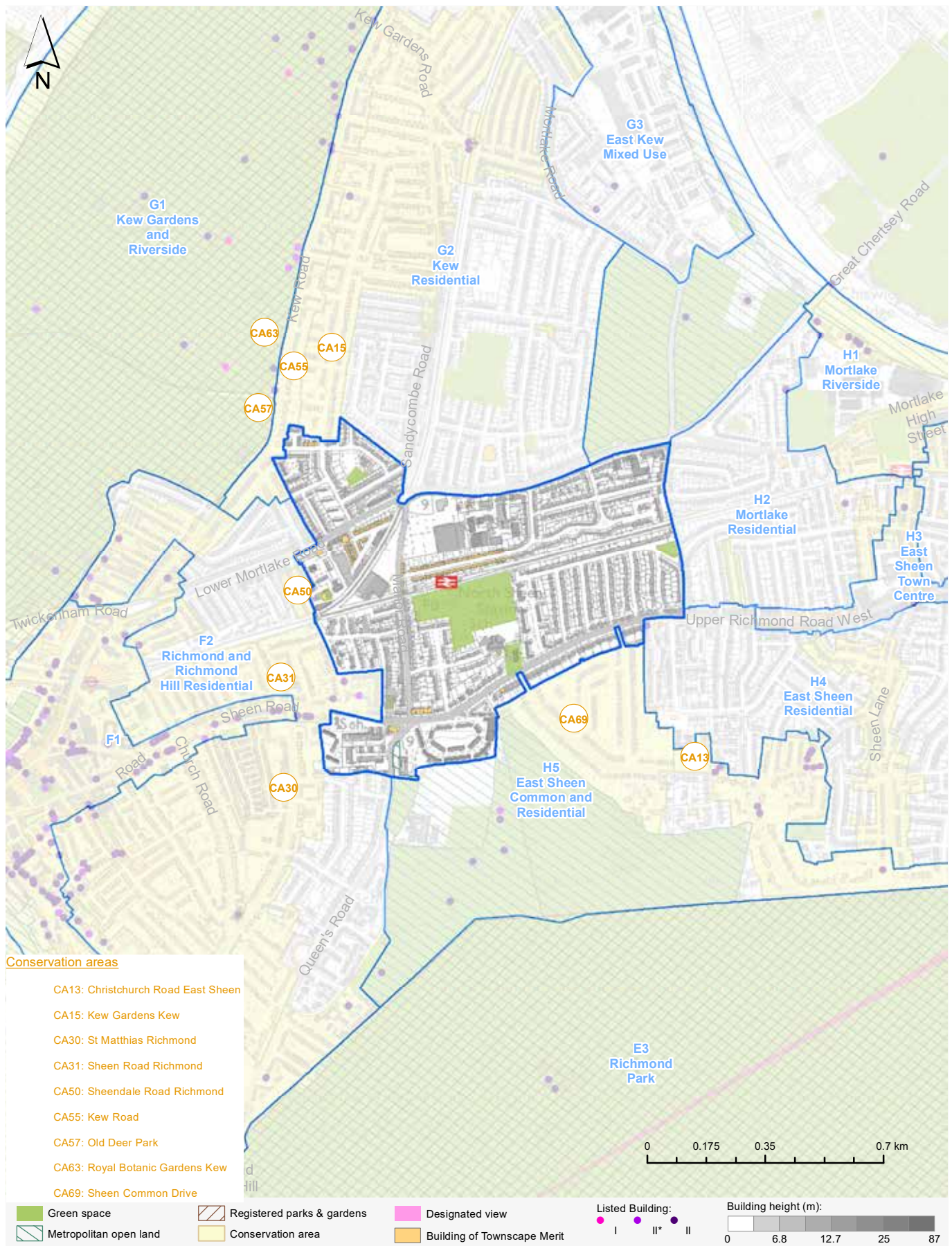
**Disruptive influence of major transport routes** results in a lack of legibility, exacerbated by a lack of positive landmarks and some poor-quality buildings such as the post-war tower blocks. Lower Richmond Road and Clifford Avenue are wide, busy through roads that harshly abut the adjacent residential areas forming an unattractive, indistinct frontage. Several back gardens backing onto Lower Richmond Road are bordered by high featherboard fences creating a poor interface. The building style and quality of these roads is mixed, including a 2-storey inter-war shopping parade amidst larger, more modern office buildings.

**Some taller buildings which have not always been well-integrated into the wider townscape.** The 11-storey tower block estates are a looming feature that is detrimental to, and out of sync with, the wider townscape. The 4-storey, 1930's Courtland Estate tower blocks are of a better architectural quality and are prominent from Queen's Road.

The commercial development around Homebase and Sainsburys is land-locked and disconnected from its context, lending nothing to the character of the area. There is no rhythm to the aesthetic or layout of buildings and heights are variable.

**North Sheen Station** is a landmark feature and provides regular train links to London Waterloo. The 2-storey, red brick, Victorian workers cottages reflect the site's heritage. The railway itself has been poorly integrated into the townscape and forms a slight barrier to pedestrians as crossing it is an unpleasant experience.

In contrast to its borough context, North Sheen is **somewhat lacking in green spaces and vegetation**. The Manor Road Allotments offer a localised sense of greenness, but the Raleigh Road Recreation Ground is the only local accessible green space.



**Fig. 252: North Sheen Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Manor Road Allotments, Raleigh Road Recreation Ground and Tangier Green play area are important green spaces for the local community.
- Consistent quality and semi-suburban feel to some streets such as Manor Grove, including the buildings of townscape merit, enhances the attractiveness of the area.
- Mansion block “court” buildings Sheen Court and Courtlands Estate on either side of Sheen Road are local landmarks with positive frontages and green landscaped settings.
- Trees and green spaces where they do occur, are valuable in softening the streetscape, for biodiversity and improving the environment around major roads.
- Other local landmarks, including:
  - the Black Horse and mature plane tree at the junction of Sheen Road/Queens Road and nearby Black Horse pollarded chestnut tree - one of the great trees of London;
  - the Crown pub, on Lower Richmond Road/ Victoria Villas

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Visual impact of apartment blocks on skyline and some poor-quality buildings and blocks of flats are unsympathetic to wider 2-storey architecture.
- Fragmented urban grain makes the townscape less permeable and less coherent.
- Indistinct character with few positive landmarks.
- Dominant presence of traffic along the major roads including Upper Richmond Rd/Sheen Road, Lower Richmond Road and Manor Road.
- The 3-storey, mid-twentieth century blocks at the end of Townshend Terrace do not follow a regular street line and have a less attractive aesthetic of grey brickwork and flat roofs.
- The area around the Old Gas Works lacks coherent frontage to Lower Richmond and Manor Roads. The area has an irregular character due to its former industrial function, and the supermarket and petrol station, defined by expansive hard surfacing.
- As a portal to North Sheen, the Station does little to communicate a sense of identity and platform access and the adjacent alleyways are poorly defined.



**Fig.254:** Sheen Court and mature trees, add a positively to the street scene



**Fig.255:** The Black Horse is a local landmark at the corner of Sheen Road/ Queens Road



**Fig.253:** Tangier Green play area and surrounding trees and greenery is a valued play space despite its proximity to main roads

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Semi-detached
- Mansion blocks
- High-rise estates (1960-present)
- Pubs
- Large floor-plate commercial/retail/industrial
- Schools and education



**Fig. 256:** 2 storey houses on Lower Mortlake Road, view from Crofton Terrace



**Fig. 257:** 11 storey post war tower looms over the public realm of Lower Richmond Road

## Sensitivity

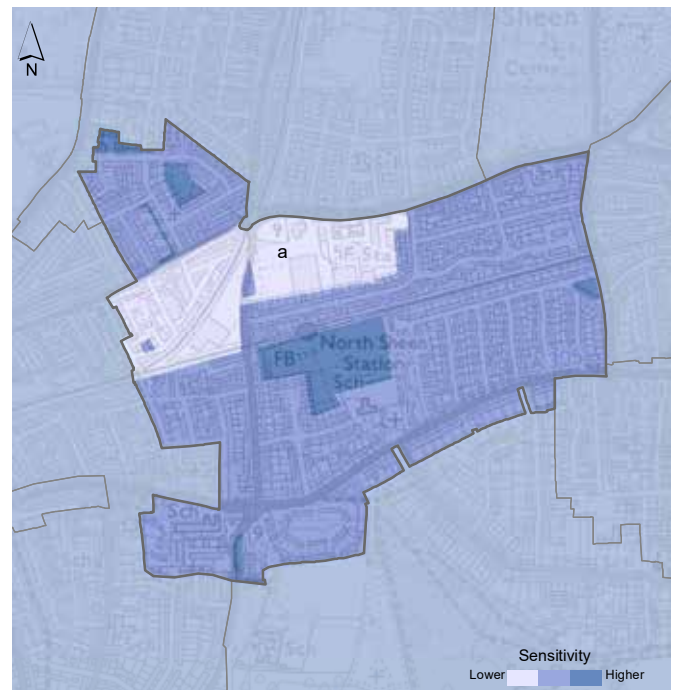
An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

**Overall, North Sheen Residential has a medium sensitivity to change.**

Highly valued and cohesive areas have a higher sensitivity; these include:

- Manor Grove, for its consistent buildings of townscape merit;
- open spaces, including the allotments and Raleigh Gardens;
- buildings of townscape merit and other buildings which add character including the mansion block buildings;
- part of the Sheendale Road Conservation Area.

The area around Lower Richmond Road/Manor Road in the west of the character area (sub-area F3a) is of relatively lower sensitivity owing to the fragmented urban grain and presence of detracting features. Positive change has the potential to enhance character in this area.



**Fig. 258:** North Sheen Residential sensitivity plan

© Crown copyright and database right 2021



## G Kew



Fig. 259: Caption

### Summary

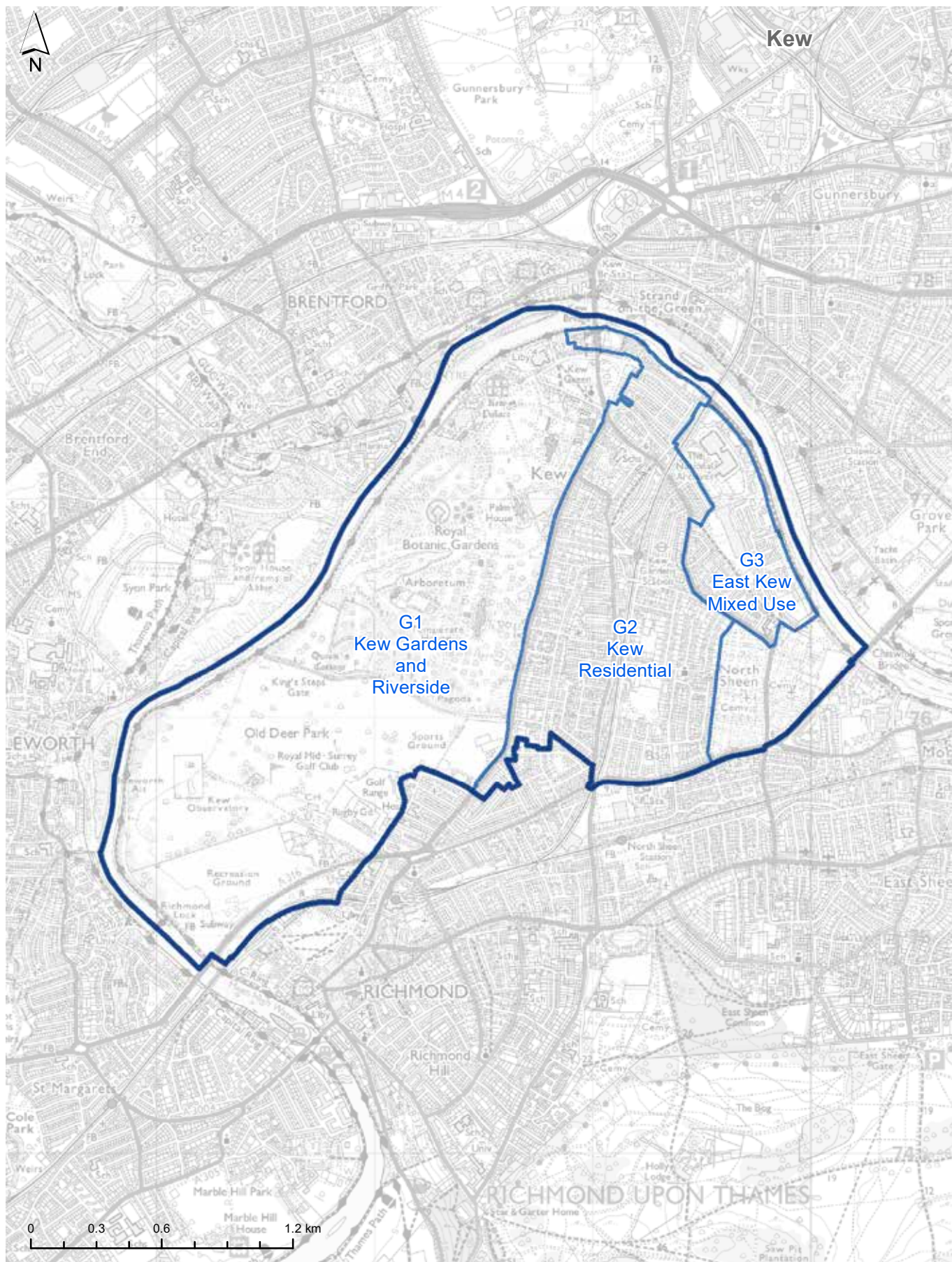
Kew's significance dates to Tudor times, when the Old Deer Park formed part of the Tudor Palace of Shene. Frederick, Prince of Wales, established his country residence in what is now The Royal Botanic Gardens at Kew, and his wife later established the Gardens in 1759, separating them from the Old Deer Park. The royal connection made it an attractive place to live as well as transport links via Kew Bridge, built in 1758. Most residential development occurred in the 19<sup>th</sup> century following the arrival of the District line of the London Underground in 1869. Period Victorian

The area's setting is strongly influenced by its scenic meandering river frontage and the significant open spaces of Old Deer Park and the Royal Botanic Gardens, Kew.

### Key changes and trends

- Kew is an established area with little change expected.
- Kew Gardens Station local centre.





**Fig.260:** Place [G Kew](#) character areas plan

© Crown copyright and database right 2021



## G1 Kew Gardens and Riverside



**Fig. 261:** Kew Green forms a traditional, formal common, bordered by high-quality buildings

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Kew Gardens and Riverside includes the stretch of the River Thames from Twickenham Road, south of The Old Deer Park, to Chiswick Bridge. It includes the Royal Botanic Gardens, the Old Deer Park, Kew Green, and Mortlake and North Sheen Cemeteries.

**Kew's significance dates to Tudor times, when The Old Deer Park formed part of the Royal Gardens and Park of the Tudor Palace of Shene.** This can be seen in surviving monuments such as the 15<sup>th</sup> century Shene Charterhouse. Frederick, Prince of Wales, established his country residence in what is now The Royal Botanic Gardens at Kew, and his wife later established the Gardens in 1759, separating them from the Old Deer Park. The royal connection made it an attractive place to live and, combined with the construction of Kew Bridge (1758) and the advent of the railway (1860), encouraged the area's development.

**A flat, floodplain topography with far-reaching and distinctive views,** for instance along the Thames and over Brentford from Kew Railway Bridge. The Thames Path provides a largely unbroken, green movement network along the length of the area.

**High scenic quality and townscape quality of the expansive green spaces, heritage features and riverside setting.** The area is well-managed and of exceptional quality, reflected in the large number of

designations including World Heritage Site, Registered Park and Garden, numerous listed buildings, scheduled monuments and three conservation areas (Old Deer Park, Royal Botanic Gardens Kew and Kew Green). The Thames provides a rural feeling, enhanced by the largely vegetated opposite bank and the layering effect of islands such as Brentford Ait.

**Clear historic character** is evidenced in the abundance of listed buildings and the layout of the streets bordering the area. Consistent building scales along edges, with a noticeable absence of high-rise developments, forms open skylines.

**Built development is mostly limited** to the large, 18<sup>th</sup> and 19<sup>th</sup> century buildings fronting Kew Green and the various, standalone buildings of heritage and recreational interest within the areas of open space. Buildings around the Green range from 2-4 storeys and have a restrained material palette of predominantly red and stock brick.

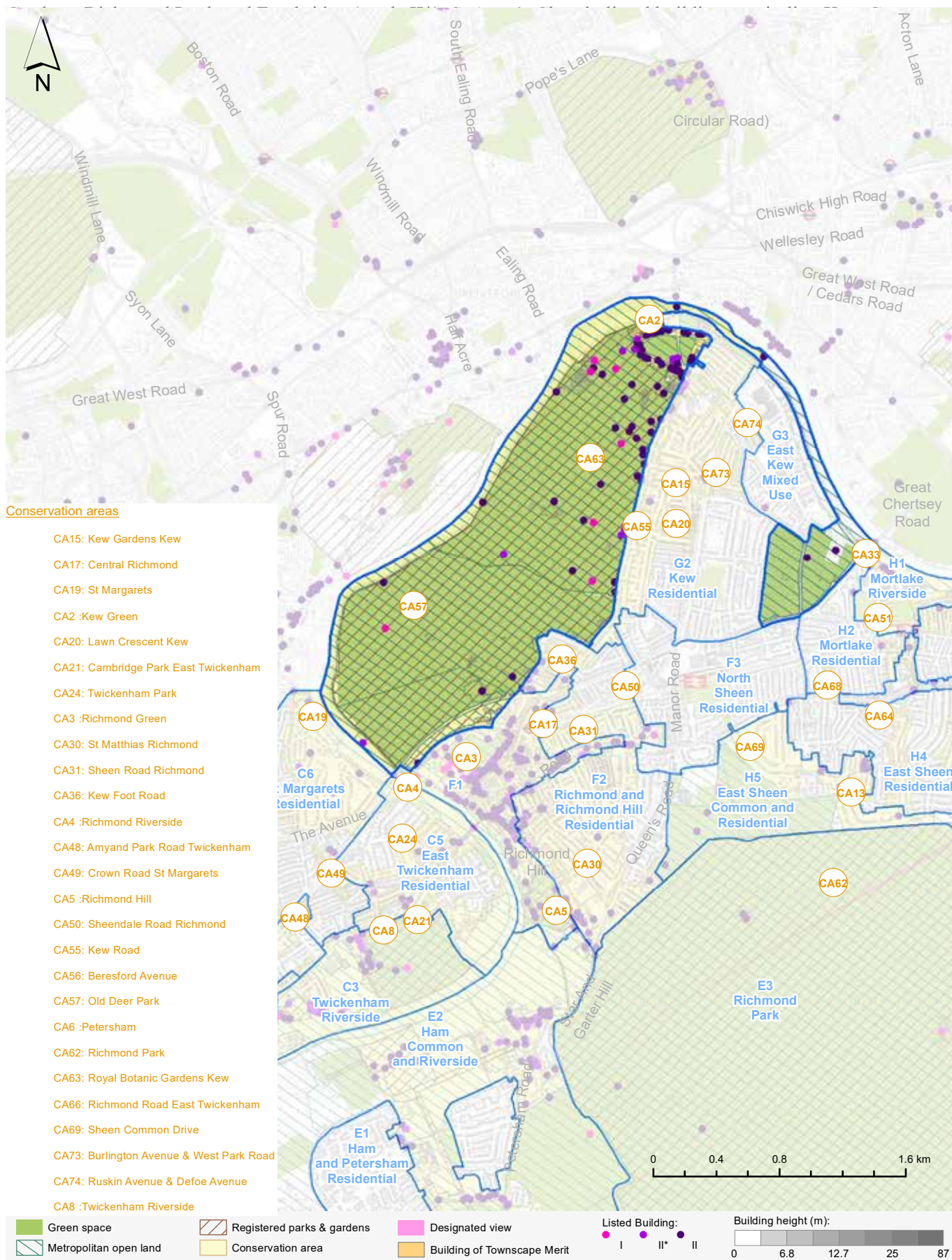
**Lush vegetation, with dense, mature boundaries.** Lines of large, veteran plane trees give sense of formality to sections such as Old Deer Park and Kew Green.

**Kew Green forms a grand focal point,** a fine example of an historic Green, which provides an impressive front to Kew. It is a conservation area (part of which is within the Kew Residential character area). Many listed buildings (35+) of architectural interest and historic character border the Green.

**Kew Botanic Gardens** UNESCO World Heritage Site and grade I Registered Park and Garden, for their importance as a cultural landscape and unique mix of planted landscapes and views. They also contain many listed buildings and structures (including six grade I listed). The gardens are a significant visitor destination. They are largely insular, with hard boundaries and inward-looking views.

**Old Deer Park** (a conservation area and part of Kew Gardens Registered Park and Garden) is an extensive open space supporting a range of recreational functions, including the Pools on the Park (Richmond Baths) and the Royal Mid-Surrey Golf Club. There are also several heritage assets, such as the grade I listed Kew Observatory and Shene Charterhouse Scheduled Monument.

**Key landmarks and buildings of interest include:** Palace, glasshouses, pagoda, and observatory at Kew.



**Fig.262: Kew Gardens and Riverside character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Royal Botanic Gardens at Kew (World Heritage Site and Grade I Registered Park and Garden), important as a landmark, visitor destination and for international cultural and landscape importance.
- Kew Green is a grand, well-maintained central focus with a distinctive sense of place.
- High scenic quality of the connected and expansive green spaces and the River Thames Corridor, and the rural quality of the soft river edge.
- Sense of openness, with the majority of the area designated as Metropolitan Open Land.
- Recreation and leisure value of the open spaces, Thames Path and golf course, and their community and social value including facilities such as Pools on the Park.
- Natural and biodiversity value of the open spaces.
- Historic character evidenced through building frontages and boundary lines and features and high architectural quality..
- Mature trees contribute to rural feel and are of biodiversity value.
- The many far-reaching and distinctive views across wide open spaces, both within the area and from across the river. Particular valued views and vistas include:
  - views across the Old Deer Park from the Thames Path and Twickenham Bridge;
  - along the River Thames, and to the north over Brentford from Kew Railway Bridge; and views encompassing the bridge and Chiswick waterfront;
  - from near Isleworth Ait to the opposite river bank including Syon Park and All Saints Isleworth;
  - views from Kew Gardens including over the river to Syon House.



**Fig.263:** The Old Deer Park is an expansive area of grassland, bordered by mature trees

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Sports-related unsympathetic development and signage bordering the Old Deer Park.
- Influence of the busy Kew/Twickenham Roads (A307) forms a harsh boundary to the Gardens and Old Deer Park, although the scale of green spaces limits the impact of this.
- Kew Road (A205) severs Kew Green negatively impacting the open space and surrounding townscape.
- The Thames corridor is largely disconnected from rest of parcel, both visually and in terms of access.
- Some buildings within neighbouring London Borough of Hounslow intrude into World Heritage Site views from the Royal Botanic Gardens and settings of listed buildings on Kew Green.



**Fig.265:** The Syon Vista is one of the formal, designed views in Kew Gardens



**Fig.264:** View over Brentford Ait and the River Thames from Kew Bridge

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Detached
- Villas
- Pubs
- Churches
- Community/leisure
- Historic estate houses (within Kew Gardens)

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

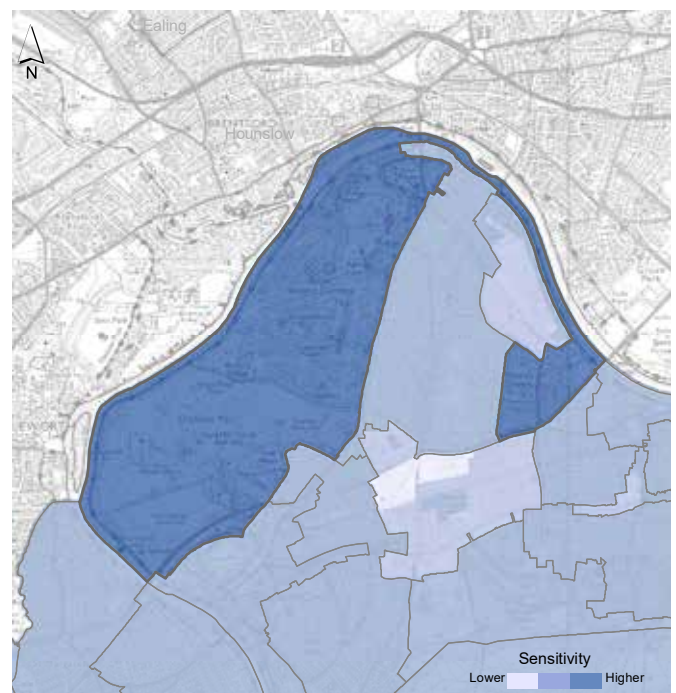
Overall, Kew Gardens and Riverside has a high sensitivity to change. The high value and susceptibility of the area mean that significant change is unlikely to be appropriate.



**Fig. 266:** Grade II\* Church of St Anne, Kew Green



**Fig. 267:** The grade I listed Great Pagoda in Kew Gardens is a distinctive landmark in of views from the surrounding area



**Fig. 268:** Kew Gardens and Riverside sensitivity plan

© Crown copyright and database right 2021



## G2 Kew Residential



Fig. 269: Priory Road, Kew Green Conservation Area

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Kew Residential encompasses the residential area of Kew to the east of Kew Gardens. It excludes the larger scale and less regular development of [G3 East Kew Mixed Use](#) to the north east of the area. Kew Gardens Station local centre is a focal point, along with the adjacent Kew Green (within [G1 Kew Gardens and Riverside](#) character area).

**Kew is a desirable residential area, characterised by its high-quality architecture, lack of high-rise buildings, generally modest road sizes, and abundance of trees and gardens.** Harmonious, suburban feel. Its streets and buildings are largely intact, well-managed and attractive.

**Flat, floodplain topography, situated inside a meander of the River Thames.** The level environment further enhances the sense of continuity between the different streets and coupled with the consistent building heights, creates an open skyline. **Views are limited within the area and are mostly short- to mid-distance.** The view along the tree-lined approach to the Station, encompassing the large, detached villas of Lichfield Road, is the most recognised within the area.

**Most of the residential area developed in the late 19<sup>th</sup> century, as more people came to visit the Royal Botanic Gardens** and transport connections to the area improved, with the District line of the London Underground.

**Coherent townscape and urban grain of regular street grid layouts** of grand Victorian and Edwardian terraces, semi-detached and detached houses and villas with generous gardens. Conservation areas (Kew Road, Lawn Crescent Kew, Kew Gardens, Burington Avenue and West Park Road, Ruskin Avenue & Defoe Avenue and part of Kew Green) reflect the high quality townscape. Certain streets exhibit a more mixed building vernacular, including 1930s houses, but most appear sympathetic to the wider historic, gentle character. Streets are typically substantial, 2-2.5 storeys, creating a regular rhythm, with taller houses on the main roads such as 3-3.5 storeys on Kew Road and post war blocks up to 4 storeys along the railway line. **Lawn Crescent CA is a secluded estate** of 19<sup>th</sup> century semi-detached houses centred around an attractive central green.

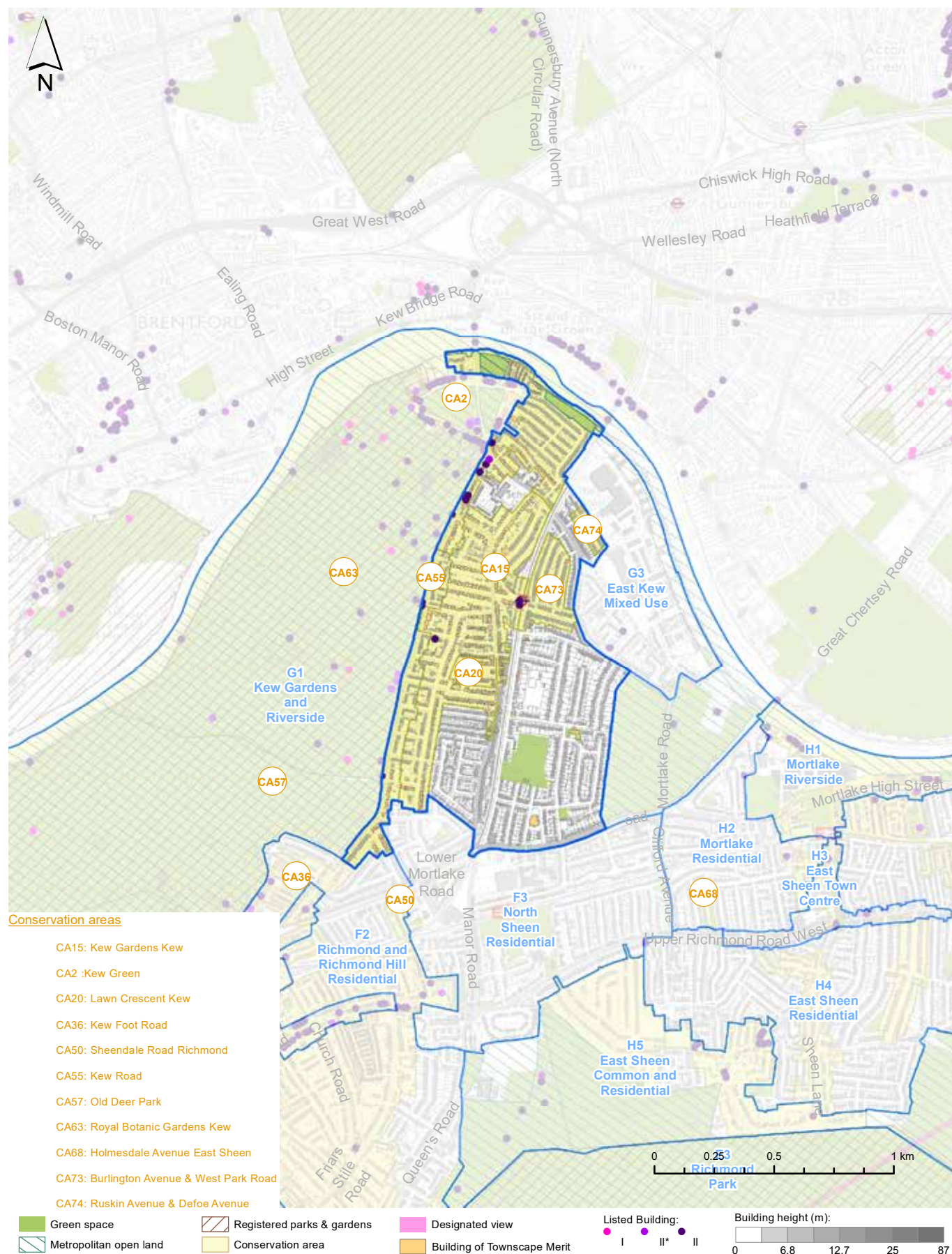
Typical materials and features include red or yellow stock brick, timber sliding sash windows, steep slate mansard roofs, and intact detailing.

**Large, mature street trees and front gardens**, such as the terraced cottages of Clarence Road, with mature, well-kept, front gardens which contribute to the calm, suburban feel. The mature trees of the Royal Botanic Gardens opposite, contribute a distinctive sense of greenness and identity.

**Grade II listed Kew Gardens Station** (Kew Gardens Conservation Area), constructed in 1869 is one of the few remaining 19<sup>th</sup> century stations on the North London line and is a distinctive 2 storey building of yellow brick. The station is flanked by suburban houses that date from the 1870s, whilst Kings and Station Parades are of the Edwardian Period.

**Local parades along Sandycombe Road and the Local Centre centred around Kew Gardens Station** provide the focus of activity within the area and support numerous shops and cafés. There is an eclectic mix of shops, many of which are independent, and a number possess fine, traditional shop frontages. The shops and cafés at Station Approach are a cohesive group of buildings, spilling out onto the street and creating a “continental atmosphere”.

**Key buildings and landmarks** include Kew Gardens Station, Original Maids of Honour pub, St Philip and All Saints Barn Church, which punctuate the regularity of streetscapes and frontages.



**Fig.270: Kew Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Kew Gardens Station and the associated parade form an attractive and well-maintained hub within the wider area, presenting a distinctive gateway to Kew for people arriving by train.
- Coherence of the townscape and consistency of building quality. Architectural details on buildings including sash windows, door surrounds, gables and good quality materials etc. give a rich and textured character.
- The conservation areas, valued for aesthetic and historic quality.
- The scenic, quiet, green and suburban quality of the area. Views along streets and well-planted skylines.
- Mature street trees and front gardens provide biodiversity value and scenic quality.
- Local parades of shops including Kew Gardens Station and Sandycombe Road for their visual interest, community function and vibrancy.
- Community and leisure facilities, such as The Avenue Club, provide social resources and community function.
- The role of the area as a setting to the Royal Botanic Gardens, Kew World Heritage Site, including Kew Road and adjacent development of 19th and 20th century houses which is within the Buffer Zone.
- Valued views and vistas include:
  - the view along the tree-lined approach to the Station, encompassing the large, detached villas of Lichfield Road;
  - views to the pagoda in Kew Gardens from Kew Road.



Fig. 273: Station Parade

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Areas of modern infill appear anonymous and detracts from largely consistent building quality e.g. some poor development with uncharacteristic weatherboarding near Eversfield Rd/Kew Rd.
- Unsympathetic alterations to historic buildings e.g. u-pvc windows instead of traditional timber sash, changes to the size of original window openings, and satellite dishes.
- Large roads such as the A205 and A307 exert a strong, albeit local, influence and detract from the otherwise quiet character. The busyness of Kew Road bears a dominating, detrimental presence.
- Area around Lower Richmond Road is busy, noisy and not consistent with the quality of the wider built area. The quality of the townscape generally deteriorates south towards Lower Richmond Road.
- Front gardens which are paved over or are missing boundary walls detract from the generally coherent streetscape.



Fig. 272: Local shops on Sandycombe Road



Fig. 271: Detached house on Pensfold Avenue

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Semi-detached
- Detached
- Villas
- Shop front terraces
- Pubs

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Kew Residential has a high sensitivity to change, and extensive change is not appropriate.

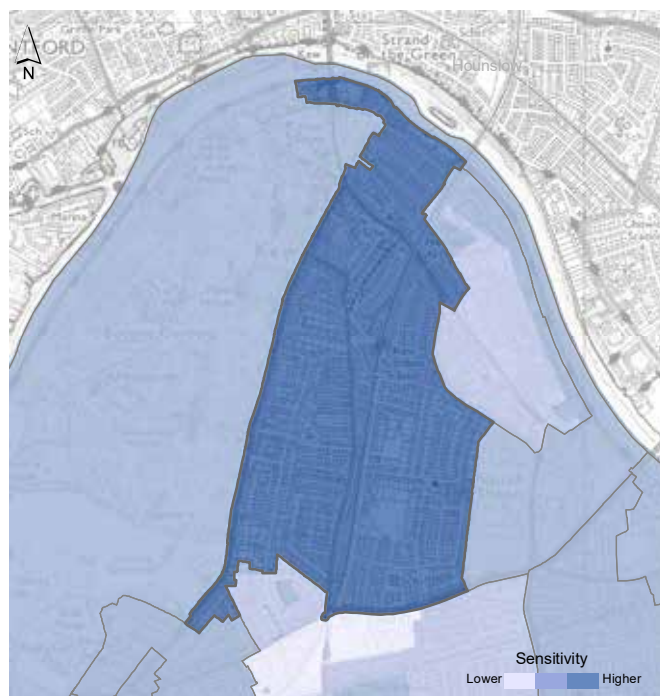
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig. 274:** View towards the pagoda in Kew Gardens from the junction of Stanmore Road/Kew Road in Kew Road Conservation Area



**Fig. 275:** Tree-lined Pensfold Avenue



**Fig. 276:** Kew Residential sensitivity plan

© Crown copyright and database right 2021



## G3 East Kew Mixed Use



**Fig. 277:** Greenlink Walk through the landscaped grounds of Kew Riverside housing development - ambiguity about whether this is a public route or private

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

East Kew Mixed Use encompasses the residential, commercial and municipal uses on land between Mortlake Road A205 and the River Thames but excluding the riverside itself. Containing the National Archives, Kew Retail Park and recent residential redevelopment, it has a coarser urban grain than the surrounding regularly laid out residential streets of Kew Residential.

#### **A mix of features, but lacks a cohesive layout.**

Though mostly fair to well-managed, and in a moderate to strong condition, the area is undermined by a lack of coherence or distinctiveness and poor legibility of layout. The area lacks identity, with little obvious relationship with its geographic context, including the adjacent River Thames.

**Development in the area is relatively recent**, having been farmland or riverside meadows well into the 19<sup>th</sup> century, until construction of the sewage works and the subsequent housing development of the 20<sup>th</sup> century.

**Flat topography within the Thames floodplain** and the flood zone. Despite being adjacent to the Thames Path, the areas seem largely disconnected as the densely wooded Path is raised above the ground level of the developed area and there are few clear points of access.

**High proportion of private land** or areas where boundaries between public and private land are unclear.

In other places impermeable boundaries between different land ownerships are barriers to movement and legibility within the area, making it feel disconnected.

**Views are mostly inward-looking.** Some areas of modern development, such as Kew Riverside, have pleasant, short-distance views, for instance along Greenlink Walk. The planting design of these areas helps to generate a calm, cared-for character.

**Coarse urban grain** which contrasts with the surrounding regular streets of Kew Residential. The development around the National Archives and Kew Retail Park is entirely post war in age, and buildings are generally larger blocks and of equivalent heights of around 4-7 storeys. Kew Retail Park reaches up to a maximum height of 13m with large floorplate stores and surrounded by expansive surface car parking. It provides multi-district retail opportunities but does not positively contribute to the character of the area.

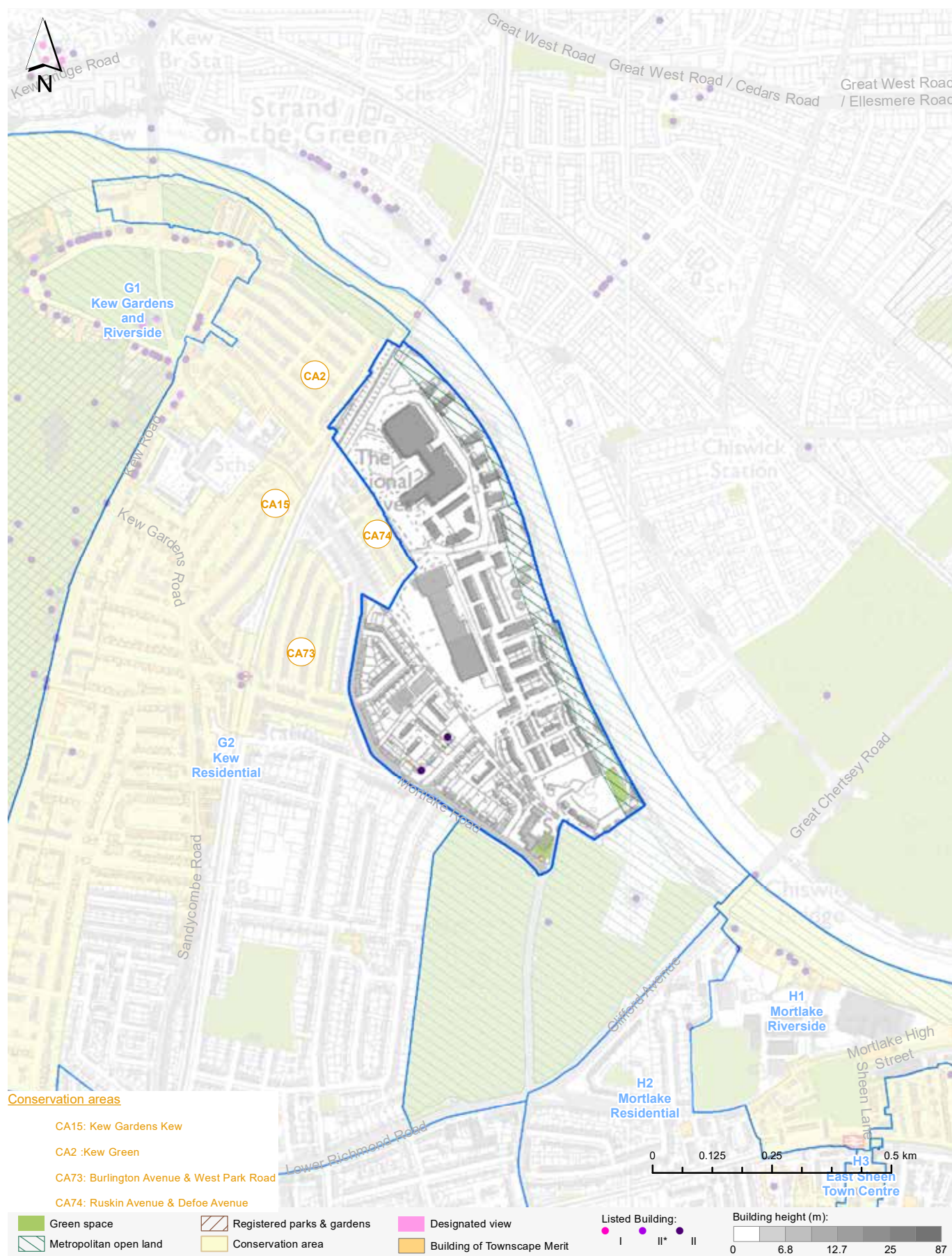
#### **Pockets of houses with architectural interest**

including around West Hall Road, where a mix of ages and styles includes detached, 2-storey houses to low-rise blocks of flats. West Hall and West Farm West Lodge, 18<sup>th</sup> century grade II listed buildings that, although partially screened, have good architectural quality. Their immediate surroundings, redeveloped from the early 20<sup>th</sup> century are generally unsympathetic.

**21<sup>st</sup> century housing development at Kew Riverside**, set in generous gardens is visually well-integrated into its surroundings, with little of the development visible from the adjacent riverside or opposite river bank in LB Hounslow. Building blocks range from between 2 to 7 storeys and are of modern vernacular, such as mock Georgian style.

**The National Archives**, official archive and publisher for the UK Government, and guardians of over 1,000 years of iconic national documents including the Domesday Book. The large 5 storey glass and concrete building opened in 1977. It is modernist in design and is prominent in views from the Thames Path.

**Relatively poor public transport accessibility**, with much of the area in PTAL zones 0-1a, increasing to 2 close to Mortlake Road where there are regular buses. Thames Path would provide a pleasant potential commute to Kew Bridge or Mortlake Stations.



**Fig.278: East Kew Mixed Use character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Ecological and biodiversity value of areas of woodland and scrub, including areas designated as OSNI and SINC (borough grade II) at Kew railway bridge Kew Meadow Path next to the public right of way.
- Proximity to the River Thames and access to the Thames Path.
- The role the area plays as a setting to the River Thames and Thames Path, including the dense trees and vegetation which create a perception of greenness with few views of development from the Thames Path, river, the opposite bank in LB Hounslow and in views west from Chiswick Bridge.
- Allotment next to the Thames Path.
- The extensive landscape setting around Kew Riverside residential development which integrates buildings well into their surroundings.

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lacks coherence in layout, which gives the townscape poor legibility.
- Lack of character and sense of identity.
- Impermeable boundaries and blurred divisions between public and private space makes the area feel unwelcoming in places.
- Poor relationship with and connectivity to the Thames corridor, from which it seems disconnected.
- Mortlake Road (A205) forms a busy, southern boundary with little sense of place.



Fig.281: 1930s semi-detached house on Courtlands Avenue



Fig.280: Large building floorplates at Kew Retail Park



Fig.279: Impermeable boundaries separate Kew Retail Park from the adjacent residential development in Kew Riverside

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Suburban terraces
- Suburban semi-detached
- Detached
- Low-rise flats
- Mid-rise flats
- Large floor-plate commercial/retail/industrial

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, East Kew Mixed Use has a medium sensitivity to change, with the potential for positive development to improve the character and address negative qualities, particularly in areas such as around the retail park.

Highly valued and cohesive areas have a higher sensitivity; these include:

- Areas adjacent to the River Thames;
- Landscape and open spaces including the allotment.



Fig.282: The National Archives is prominent in views from the Thames Path



Fig.283: Putney Rowing Club

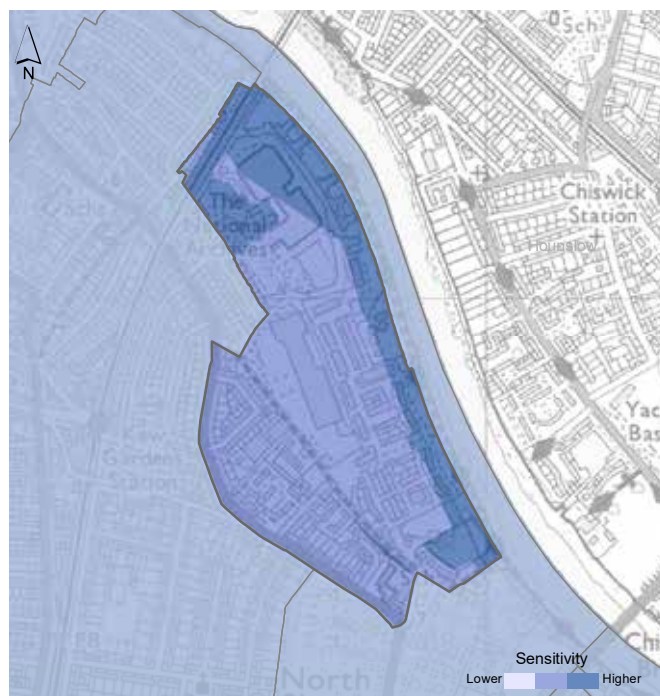


Fig.284: East Kew Mixed Use sensitivity plan

© Crown copyright and database right 2021



## H Mortlake & East Sheen



Fig. 285: Regular terraced street in East Sheen

### Summary

Mortlake's origins as a village are recorded in the Domesday Book. To the south in East Sheen, medieval development was along Sheen Lane and Milestone Green, the former a link between the Archbishop's Manor in Mortlake, and Richmond Palace. Mortlake was a centre of industry and manufacturing, founded at the Mortlake Tapestry from the early 17<sup>th</sup> century and the original Mortlake Brewery in 1487, which remains a prominent landmark on the riverside.

Modern growth took off in the mid-19<sup>th</sup> century, following the arrival of Mortlake Station in 1846 and the sale of the Palewell estate in 1896, resulting in regular terraced Victorian streets. Much of the low density residential development near East Sheen Common took place in the 20<sup>th</sup> century.

### Key changes and trends

- Mortlake and East Sheen are established areas with little change expected.
- East Sheen town centre is the primary commercial centre of the area, and it is likely it will develop and improve over time.
- White Hart Lane neighbourhood centre.
- Proposed Stag Brewery development (application submitted).



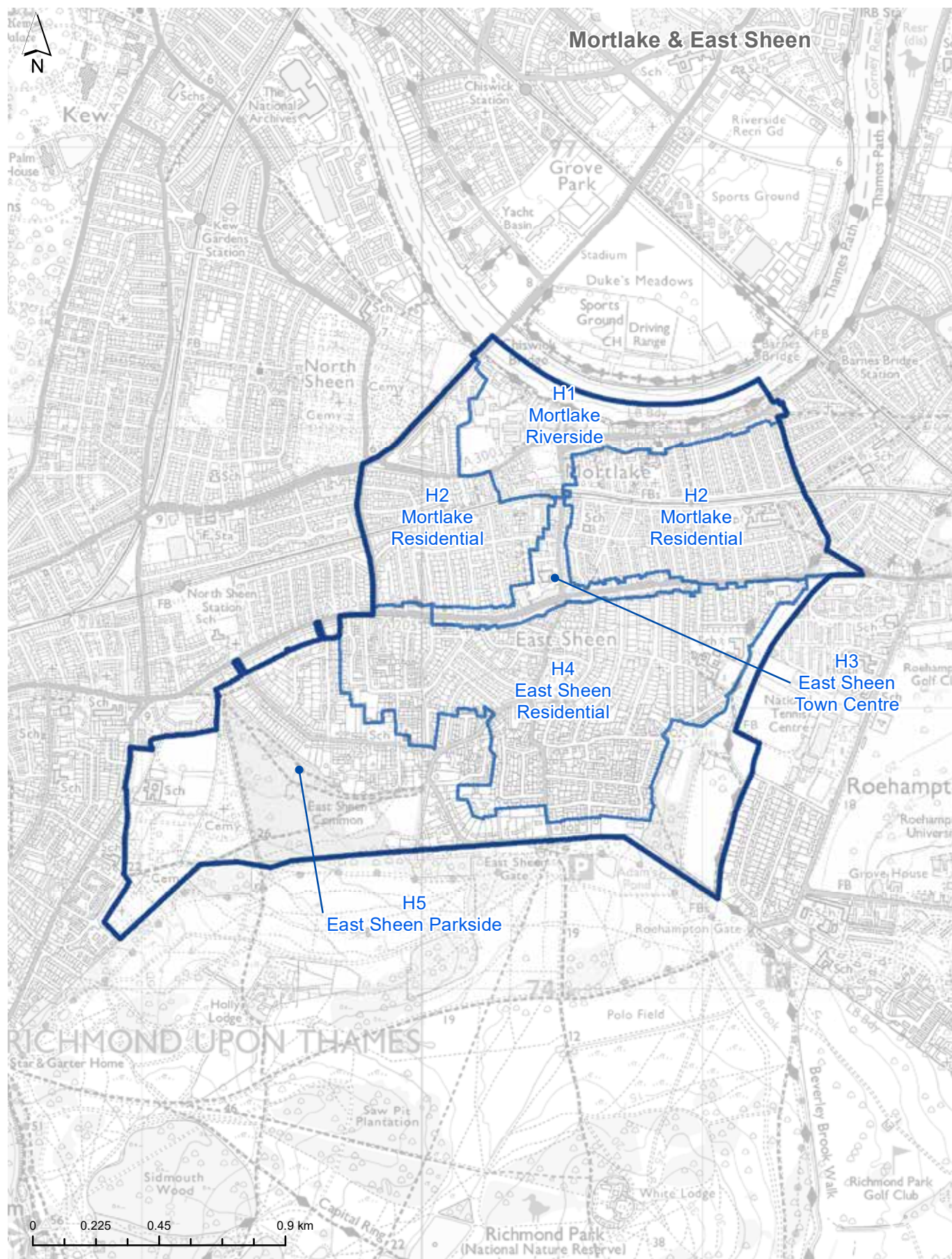


Fig. 286: Place H: Mortlake & East Sheen character areas plan

© Crown copyright and database right 2021



## H1 Mortlake Riverside



**Fig. 287:** Grade II listed Riverside House on Thames Bank viewed from Chiswick Bridge. The 8-9 storey landmark former Maltings building sits beyond

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Mortlake Riverside spans the reach of the Thames between Barnes and Chiswick Bridge. It encompasses Mortlake High Street, the Mortlake Green Conservation Area, and the area of mixed use to the north-east of, and including, Watney's Sports Grounds.

Mortlake is situated within the low-lying, flat land of the Thames floodplain. It is thought to have developed from a fishing village, as recorded in the Domesday Book (1086), into a manufacturing hub that specialised in tapestry. The High Street follows the flood line, with Bull's Alley and Ship Lane having served as access ways to former wharfs on the riverfront.

**Larger scale industrial buildings punctuate the riverside** reflecting the area's industrial history. The original Mortlake Brewery was founded in 1487 and the Tapestry Works from the early 17<sup>th</sup> century. The industrial history is reflected in the utilitarian/warehouse style of many of the riverside buildings and the use of brickwork and detailing, particularly in buildings and walls around the Stag Brewery.

**Mortlake Green Conservation Area**, though now disconnected, bears a historical connection to the River Thames and was formerly used to park horses that served the wharf. Development around The Green is characterised by 3-4 storey, late 19<sup>th</sup> century terraced houses. The area around Rosemary Gardens has

distinctive groupings of terraced cottages of consistent materials but punctuated by less aesthetically cohesive blocks of flats from the 1930s.

**Different land uses, buildings and scales** including a distinctive group of 2-3 storey 18<sup>th</sup> century houses near Chiswick Bridge contrasting with the larger 8-9 storey industrial brewery buildings. Residential buildings on the High Street become more grand towards Barnes. Despite the difference in scale, the high quality of materials and distinctive styles gives the area an overall interest and cohesiveness, helped by mature trees, the river and green spaces.

**The well-used Thames Path** provides scenic vistas in both directions along the river and fronted by buildings on the High Street. Mature trees on the riverside, and the greenness of the opposite bank, generate a feeling of openness and tranquillity.

**Three green spaces break up the urban grain and offer local recreation and biodiversity value:** Watney's Sports Grounds form a distinctive, open space within the area but seems somewhat isolated from its context, whilst the boundary conditions of Dovecote/Jubilee Gardens and Mortlake Green make them discrete from their urban surroundings.

**The area is relatively well-connected**, due to the proximity of Mortlake Station which provides a regular train service to London Waterloo, though it has a low to average PTAL rating of 2.

**A mix of retail and hospitality** services along Mortlake High Street and neighbourhood centre at its junction with White Hart Lane.

### Key landmarks include:

- St Mary's Church (grade II\*) dates to 1348;
- The historic buildings and structures of the former Stag Mortlake Brewery, including the former Maltings on the riverside (in views from Barnes Riverside area), and the Brewery building on the high street, whilst the modern industrial buildings and chimney are negative landmarks;
- Chiswick Bridge (grade II) is a prominent landmark in westward views along the Thames;
- the cluster of buildings near White Hart Lane including the Limes and the Old Fire Station;
- The 16th century Ship Inn marks the end of the Varsity Boat Race;
- The White Hart pub which marks the gateway between Barnes and Mortlake.



**Fig.288: Mortlake Riverside character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Coherence of the riverside character and the high quality building frontages create a sense of place for this stretch of the Thames Path.
- Mortlake Green and Dovecote/Jubilee Gardens provide areas of public open space, important for local recreation. Dovecote Gardens offers a green link to the Thames Corridor from the High Street.
- The historic industrial character of Mortlake Conservation Area.
- Mature trees help integrate built form into its context, contributing to the cohesiveness of the area despite differing scales of industrial, commercial and residential uses happily coexist.
- The Thames Path and River Thames corridor, for its natural interest, activity, vibrancy and function for leisure and recreation.
- Interesting character of Mortlake High Street, generated by its diversity of buildings, hospitality, and retail services (more so towards the east).
- Architectural quality, materials, and heritage value of historic buildings (listed and non listed ) including Mortlake Brewery and the distinctive historic buildings along Thames Bank with at least one dating from the Tudor period.
- Valued views and vistas, include scenic vistas along the river in both directions:
  - views in both directions along River Thames;
  - views east from Chiswick Bridge along the Thames, including listed and locally listed buildings at Thames Bank;
  - panoramic views along the river to Chiswick Bridge and Barnes Bridge from the Thames Path by Tapestry Court alleyway;
  - views towards this part of the riverside from Barnes riverside and the opposite Chiswick bank.



Fig. 291: Mortlake Green, a well-used open space

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Some signs of decay and deterioration across townscape e.g. around historic brewery buildings and in the public realm on the riverside - flooding possibly an issue.
- Inconsistent, and sometimes unsympathetic buildings along High Street detracts from historic character - e.g. less-sympathetically designed, taller (4+ storey) developments on the south side, and their scale reduces the sense of openness along the High Street.
- Dominant road and traffic along High Street, and narrow pavements with little outdoor seating, reduces permeability of High Street for pedestrians and makes it a less attractive destination.
- Industrial building and chimney at Brewery site which looms over Mortlake Green and the Thames Corridor, forms an unwelcome backdrop.
- Access to the riverside from Mortlake is limited due to built development including the Stag Brewery complex.



Fig. 289: View to Chiswick Bridge from the Thames Path by the alleyway by Tapestry Court



Fig. 290: Junction of Mortlake High Street and White Hart Lane

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Detached
- Villas
- Mansion blocks
- High-rise flats
- Large floor-plate commercial/retail/industrial
- Pubs

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Mortlake Riverside has a high sensitivity to change.

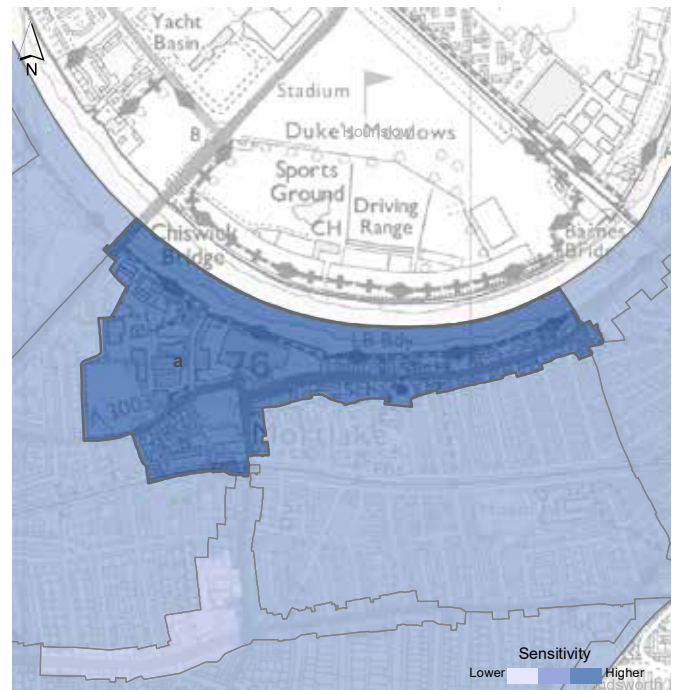
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics. For example, the former industrial area around the Stag Brewery (for which there is a proposed masterplan at the time of writing), could benefit from positive change which enhances the character of the area.



**Fig. 293:** Former Bottling building of Mortlake Brewery fronting Mortlake High Street is a key landmark and historic feature



**Fig. 292:** Landmark grade II\* listed The Limes, built c1720 - Turner painted 'Mortlake Terrace-Summer Evening' from the rear garden



**Fig. 294:** Mortlake Riverside sensitivity plan

© Crown copyright and database right 2021



## H2 Mortlake and East Sheen Railwayside



**Fig. 295:** Small scale Victorian terraces on Princes Road, Queens Road Conservation Area

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Mortlake Residential encompasses the coherent, quiet streets to the east and west of East Sheen Town Centre and south of Mortlake Riverside. Buildings are a mix of period architectural styles, from Georgian and Victorian to 1930's, but are consistent in scale and height.

**Early development of the area was centred around Sheen Lane and Milestone Green**, the presence of which date back to medieval times when Sheen Lane formed a link between the Archbishop's Manor in Mortlake, and Richmond Palace. Modern growth really took off in the mid-19<sup>th</sup> century, as evidenced in some of the older buildings within the conservation areas.

**Regular grid-like street pattern** creates a consistent urban grain of modest, street-facing terraces or semi-detached houses running parallel and perpendicular to Upper Richmond Road and Mortlake High Street.

**There is overriding consistency in built scale and height** (2.5 storeys) giving a sense of harmony and balance. Occasionally larger built blocks rise up to 4 storeys adjacent to main roads and where set in landscaped grounds - e.g. at Priest's Bridge.

**Residential and suburban character of generally quiet, well-maintained, good-quality streets**, with intact front gardens and frontages well-cared for.

**A relatively small scale character, with narrow, medieval alleyways.** Scattered listed or locally listed buildings and five conservation areas (or parts of conservation areas) reflect the area's historic character, including Holmesdale Avenue CA, Model Cottages CA, part of Mortlake CA, Queens Road Mortlake CA and Cowley Road CA.

**Details** such as coloured painted render, sash windows, front doors and paved front paths add interesting textures. Materials are predominantly London stock brick or painted render. Boundary walls are low brick with occasional metal gates.

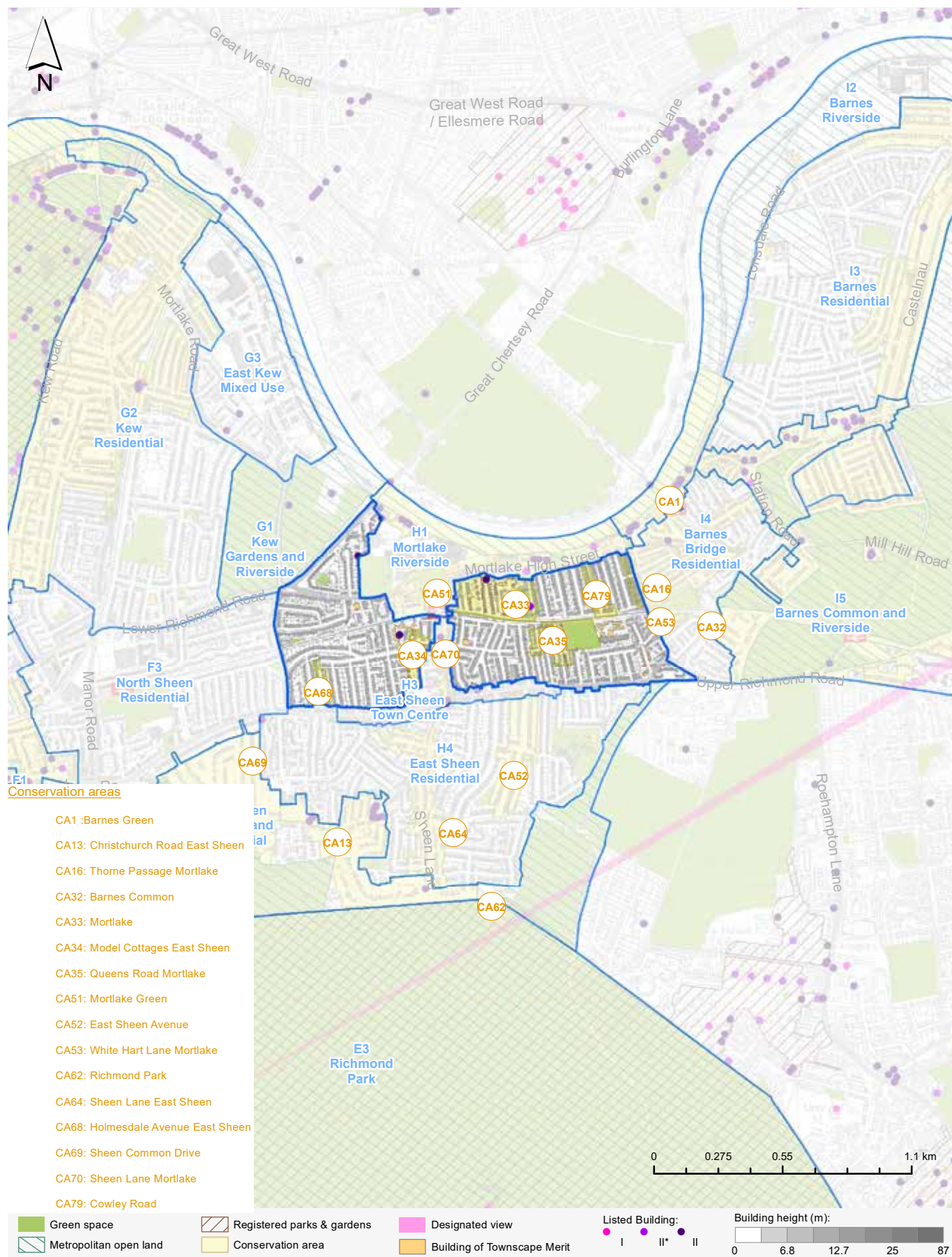
**Streets are often marked by interesting corner plots**, for example the corner pubs that create a focal point within Queens Road Conservation Area.

**Upper Richmond Road and Mortlake High Street/Lower Richmond Road form the primary east-west thoroughfares** and provide good bus-links. The area is also serviced by regular trains to London Waterloo, from Mortlake Station.

**Variety of building styles.** Older buildings, such as the Victorian cottages along Victoria Road, and the neo-Georgian terraces along Alder Road, are situated amongst more modern buildings including the School of Dance and the Scout Group hall. The Model Cottages CA contains quaint 2 storey villas built in the 1850's, set back from an informal pathway with large, well-tended front gardens and mature street trees that generate an almost rural feel. Arts and Crafts style pairs of detached and semi-detached houses in Holmesdale Avenue Conservation Area having retained many original architectural features, such as their decorative brickwork. Queens Road CA is a distinctive area, made up of a tight pattern of two storey, terraced cottages.

**Street trees and well-maintained public realm give a pleasant environment** although there is little public open green space in the area itself.

**Low building heights and flat topography means that larger buildings can be seen from afar**, usually churches such as St Mary's, St Mary Magdalene and United Reformed Church on Vernon Road; and retail/modern developments along Upper Richmond Road and Mortlake High Street.



**Fig.296: Mortlake and East Sheen Railwayside character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Buildings of high architectural quality along St Leonards Road and within conservation areas, such as the Model Cottages. These set a standard for the wider area and are influential in its urban fabric.
- Queens Road Conservation Area and Mortlake Cemetery forms a particularly distinctive area of historic value. The street and building layout create a sense of identity and interest.
- General well-managed, good condition of building frontages throughout contribute to a sense of community and safety, suggesting that residents take pride in the area.
- Landmarks and historic features (listed and non-listed), such as Richard Burton's tomb, further add to the area's sense of identity and complex heritage.
- Historic layout of streets, notably the presence of alleyways, contributes to the interesting character, adding an element of depth.
- Abundance of street trees contributes to the suburban character of the area, bringing colour, and a softer aesthetic. They may also offer ecological value at a local scale and facilitate a corridor.
- Beverley Brook and the adjacent buildings along Priest's Bridge form an area of historic interest as well as a small, potential wildlife corridor.
- Good scenic quality and unified streetscene of the period houses, mature trees and intact front boundaries.
- Richly detailed corner plots and landmark churches which help provide a sense of hierarchy to the consistent street pattern.



**Fig. 299:** Former Queens Arms pub forms part of the terraced row of houses in Queens Road Conservation Area

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Occasional and very localised, tower blocks. Whilst infrequently dispersed, the generally low building heights means that they have a wider visual impact - for example the around Priest's Bridge.
- Whilst the consistent, physical structure of the buildings along Queens Road has retained its original character, the increasingly varied architectural details (additional features and alternative window glazing patterns) detract from its intended simplistic style.
- Front gardens which are paved over or are missing boundary walls detract from the coherent streetscape.
- Where buildings have been unsympathetically altered this detracts locally from the area's overall coherence, such as boundaries, front elevations and roofs.



**Fig. 298:** Architectural details such as balconies, gables, and painted render on terraced houses in Thornton Road create local interest



**Fig. 297:** Narrow alleyways such as this passage connecting to a railway footbridge near Kingsway, contribute to a small scale character

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Detached
- Shop front terraces
- Pubs
- Churches

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to they types of changes likely to occur in the area.

Overall, Mortlake Residential has a high sensitivity to change.

There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



Fig.300: Consistent terraces along Grosvenor Avenue



Fig.301: Quiet suburban streets - Holmesdale Avenue Conservation Area

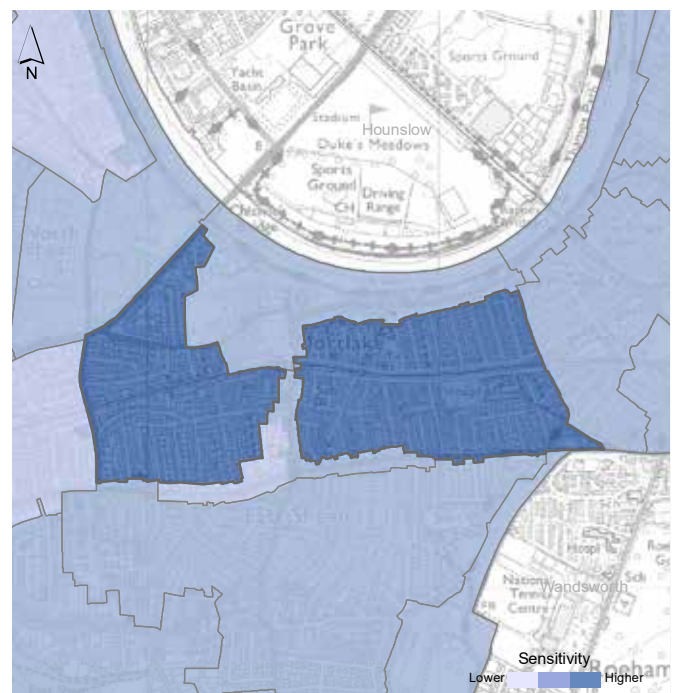


Fig.302: Mortlake and East Sheen Railwayside sensitivity plan

© Crown copyright and database right 2021



### H3 East Sheen Town Centre



**Fig. 303:** Locally listed bank at 363 Upper Richmond Road West provides a positive frontage to the corner plot

#### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

East Sheen Town Centre broadly follows the town centre boundary which stretches east-west along Upper Richmond Road West, and north along Sheen Lane up to Mortlake Railway Station.

**Predominantly Victorian building stock.** The area was largely undeveloped until the 19<sup>th</sup> century, with only a few larger 17<sup>th</sup> and 18<sup>th</sup> century houses (few of which still survive). The opening of Mortlake Station in 1846 led to development of Sheen Lane, both sides of which were effectively enclosed by the end of the 19<sup>th</sup> century. The southern side of Upper Richmond Road high street includes the start of a long red brick classical frontage built in the 1930s.

**Milestone Green**, at the junction of Upper Richmond Road and Sheen Lane once formed a centre of the medieval hamlet of East Sheen. Sheen Lane is an ancient route which connected Mortlake village on the riverside, to Richmond Palace and Kingston. A grade II listed milestone survives at the junction, alongside a grade II listed war memorial raised in 1925. The historic character of these heritage features and their settings is somewhat overwhelmed by the busy Upper Richmond Road and adjacent 5 storey block. There are however, enhancement proposals to improve Milestone Green and the streetscape to the east.

**A mixed retail and commercial services hub** serving Mortlake and East Sheen.

**Building heights are 2-3 storeys, with larger, more interesting buildings on the prominent corner plots.** Most have street-level shop frontages. Some of the buildings, such as the Waitrose, extend as bulky complexes behind the street frontages.

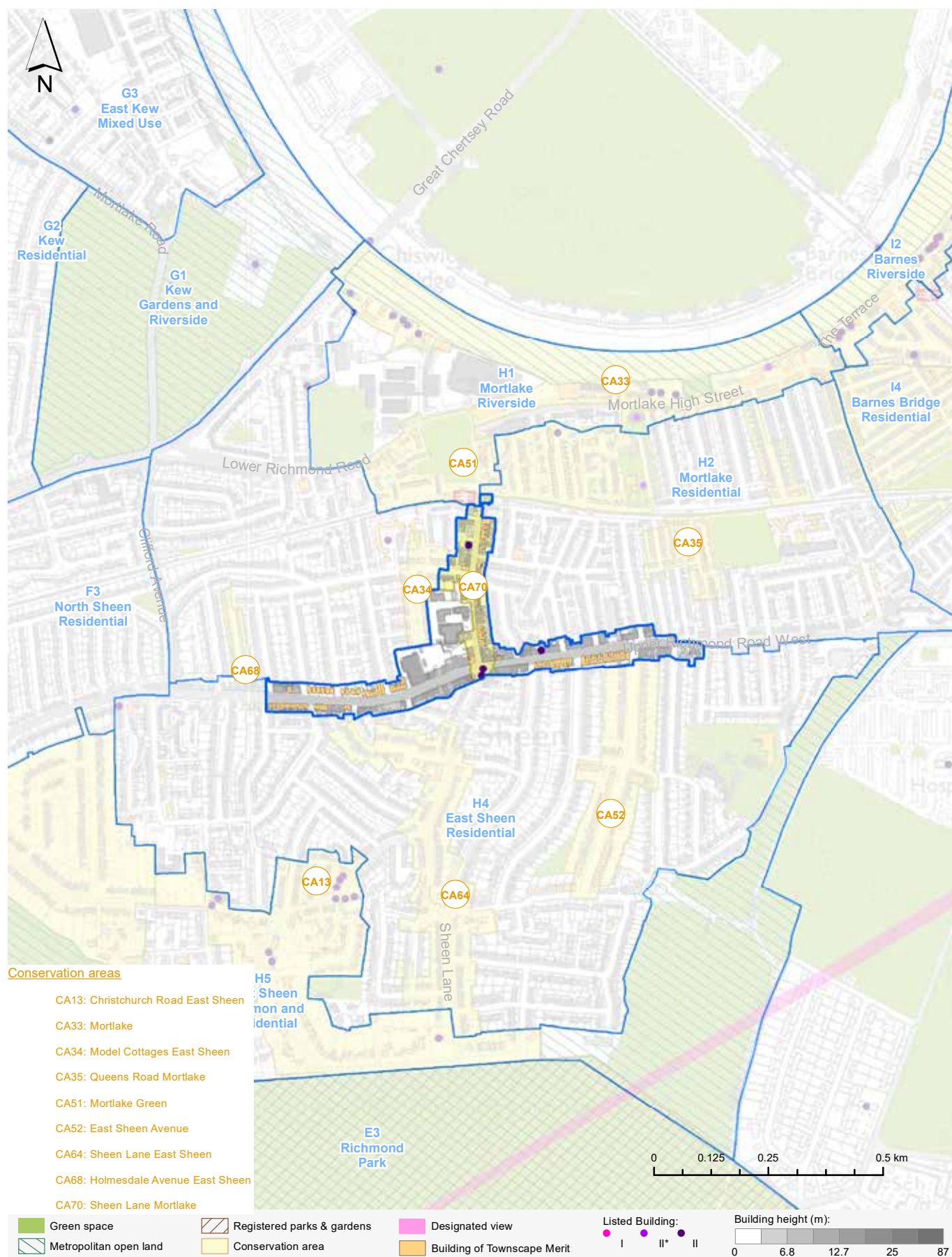
**Edwardian parades and mansion blocks** add local distinctiveness, e.g. to the eastern part of Upper Richmond Road where two runs of terraces are designated as buildings of townscape merit. Arts and Crafts detailing, such as applied timbering on the gables and high quality shopfronts, create a pleasant street scene. Other buildings of townscape merit include the late-19<sup>th</sup> century yellow brick buildings to the west of Upper Richmond Road and group of distinct, detached houses that form a staggered line.

**Typical materials include red brick**, with older buildings in London stock brick.

**Historic interest and smaller scale along Sheen Lane, which has a more intimate high street character.** Shopfront terraces and cottages, predominantly of late 19<sup>th</sup> century origin. More recent buildings such as the 1970's Sheen Lane Centre, are unsympathetic to the area's character and undermine its cohesiveness and quality.

**The busy Upper Richmond Road** is a major transport route connecting Putney and Richmond. There is a strong presence of traffic, with associated noise and pollution and it can be difficult to cross, restricting pedestrian movement. There is an **absence of trees**, meaning that there is an overall perception of urban character and busy traffic.

**Mortlake Station**, located at the northern end of Sheen Lane, provides good access to the town centre with regular transport to London Waterloo. Upper Richmond Road is also well-served by frequent buses, and trains from Mortlake Station provide. However, the area has a relatively low PTAL score of 2.



**Fig. 304: East Sheen Town Centre character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Fair condition of townscape and shop frontages with good legibility.
- A good range of shops and services, readily accessible by bus, support the functionality of the area as a town centre.
- Historic interest of Sheen Lane Conservation Area, which provides a more authentic sense of place/identity than Upper Richmond Road.
- Small pedestrianised section at the junction of Milton Road and Upper Richmond Road West

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Lack of green or open spaces and street trees means that the high street can feel dominated by traffic, and the pedestrian environment can be unwelcoming. There are few places for people to spend longer amounts of time.
- Dominance of traffic degrades air and noise quality.
- Pavements are sometimes too narrow, making the pedestrian environment feel unwelcoming.
- More recent buildings such as the 1970's Sheen Lane Centre, are unsympathetic to the area's character and undermine its cohesiveness and quality.
- As a town centre it lacks a focal point, the central Grade II-listed war memorial is easily overlooked due to its location at a crossroads, and the narrow pavements make it a less welcoming location for pedestrians.
- Poor quality shop fronts threaten the character of the high street.



**Fig.306:** Grade II listed early 19th century 3 storey Hare and Hounds pub on Upper Richmond Road with Tuscan porch and iron railings



**Fig.307:** The eastern end of Upper Richmond Road West with attractive red brick shop front terraces of the locally listed Sheengate Mansions



**Fig.305:** A turret adds interest to the 4 storey landmark at the corner plot on Sheen Lane

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Detached
- Mansion blocks
- Shop front terraces
- Town centre retail

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

**Overall, East Sheen Town Centre has a high sensitivity to change.**

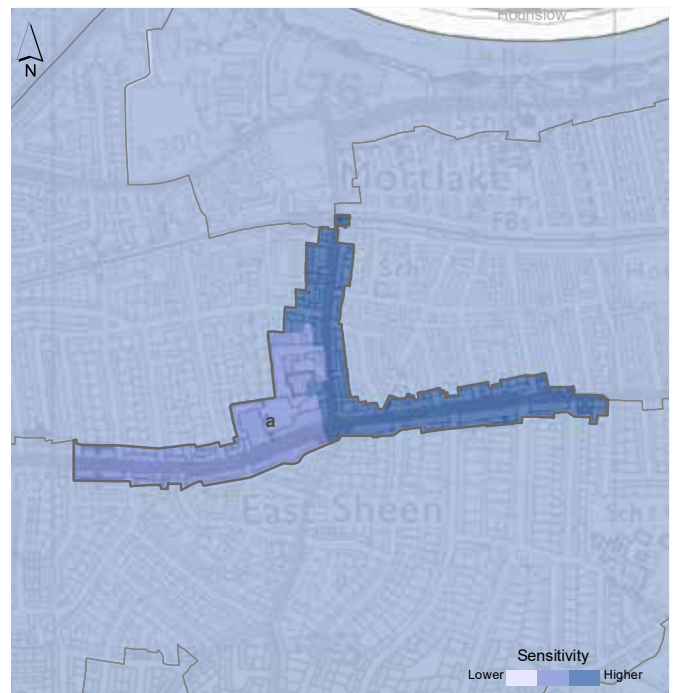
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics. The western part of the town centre (sub-area H3a) is of relatively lower sensitivity as a result of less consistent or high quality architecture. Here the width of the road could potentially accommodate a small amount of additional height or change, whilst redevelopment of poorer quality built development could address some of the area's negative qualities and improve overall character.



**Fig.308:** Upper Richmond Road is a busy traffic route



**Fig.309:** Grade II listed building on Sheen Lane (no.28) is one of the few surviving early 18th century buildings in the area



**Fig.310:** East Sheen Town Centre sensitivity plan

© Crown copyright and database right 2021



## H4 East Sheen Residential



**Fig. 311:** Street trees and the sloping topography create long sweeping views along East Sheen Avenue in the conservation area

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

East Sheen Residential encompasses the residential area south of Upper Richmond Road, separated from Richmond Park by the adjacent East Sheen Common and Residential character area. It includes two conservation areas, and has a quiet, residential character.

**The residential area of East Sheen formed in response to the increasing busyness of Sheen Lane and Upper Richmond Road, and the selling-off of land, beginning with the Palewell Estate in 1896, facilitating suburban development.** It continued to grow until the 1930s and there is a strong presence of early 20<sup>th</sup> century building types.

**The topography of the area slopes gently upwards towards the south** and Richmond Park, facilitating some more distant views. Its proximity to Richmond Park can be felt through the green, leafy streets, and mature trees (some of which pre-date built development in the area).

**The arrangement of streets is regular and gridded,** to the north, but becomes gradually more winding towards the south. This winding is influenced in part by historic field boundaries as the area developed, parcel by parcel, as local estates were sold.

**Prominent, mature trees, and rows of terraced cottages contribute a suburban, leafy, and quiet**

**feel.** The overarching residential character is like that of Mortlake Residential except greener, with larger gardens and a less regular street arrangement.

**There are a variety of period building types across the area,** predominantly Edwardian, inter- and post-war, but whilst frontages and details may differ, buildings are largely consistent in height (2-3 storeys) and conform to terraced and semi-detached structures.

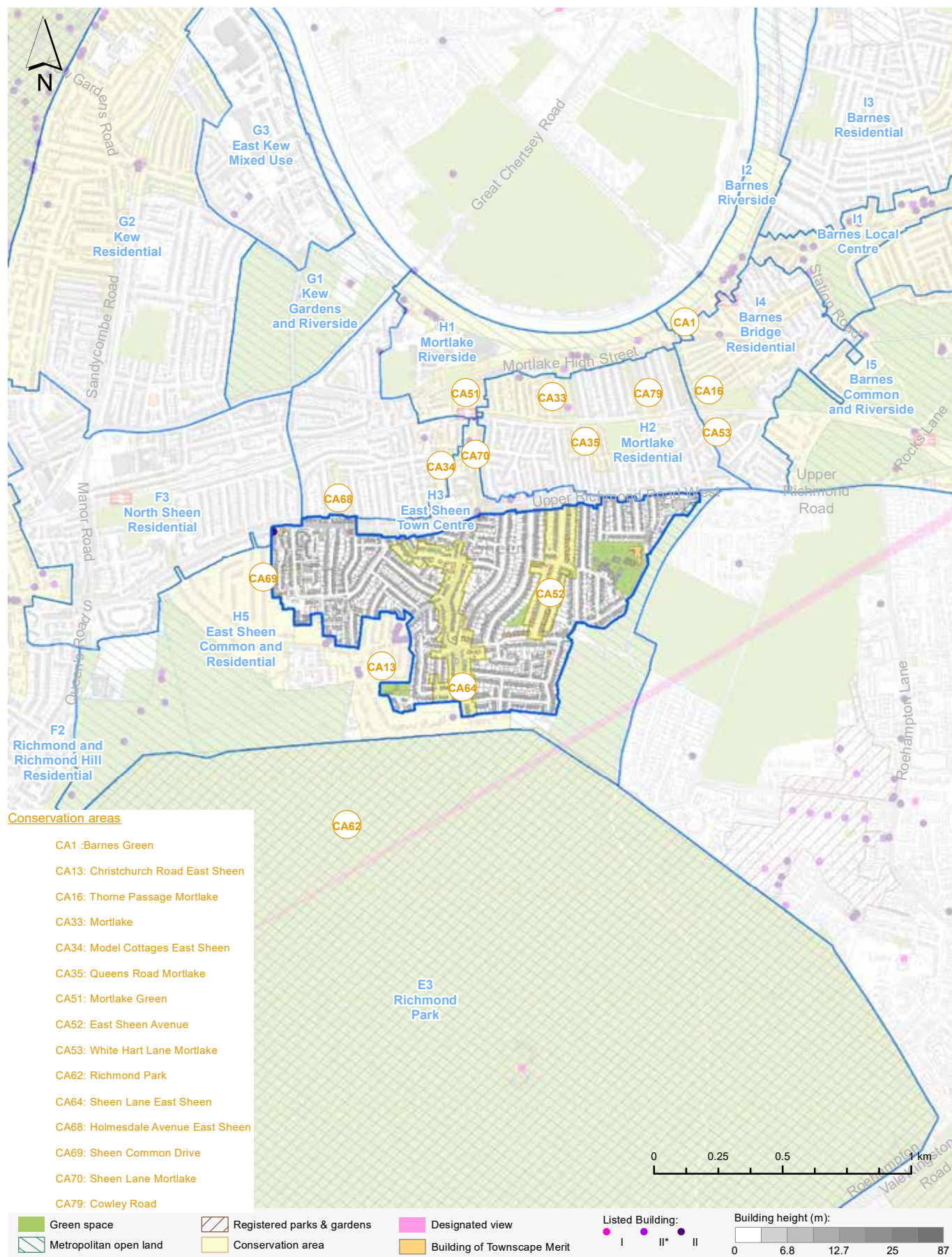
**Sheen Lane (East Sheen) Conservation Area constitutes the southernmost stretch of the former main route between Mortlake and Richmond Park.** There is a mix of building types along the lane, predominantly Edwardian and early 20<sup>th</sup> century. Distinct groupings of similar semi-detached properties, largely consistent in height, are punctuated by occasional focal buildings of historic interest, such as the Coach House, which are usually situated at road junctions.

**East Sheen Avenue Conservation Area is a tranquil area of predominantly large, semi-detached houses** that were developed from the late 19<sup>th</sup> century, as East Sheen began to grow as a residential area. East Sheen Avenue forms a distinctive enclave with its wide avenue of mature trees, contrasting with the adjoining Upper Richmond Road. It has a pleasant, suburban character, with coherent, well-spaced buildings and generous garden plots. The buildings exhibit a mix of Edwardian styles, with steeply pitched plain tile roofs, and stand at 2 storeys tall.

**The conformity and general good quality of built development in East Sheen Residential, means that there are fewer obvious areas of distinction.** Many groups of buildings, such as Waterfield Cottages and those in conservation areas, provide a distinctive architectural vernacular and appear to have guided the wider design quality of the area. There are few listed buildings but several buildings of townscape merit.

### **Local landmarks include:**

- Furness Lodge
- the Texaco Garage
- Individual mature trees are often landmarks in their own right, creating sense of place.
- Individual houses of architectural and historic interest situated at road junctions are a feature of the character area.
- The All Saints Church and its surrounding green space, although not visible from longer views.



**Fig.312: East Sheen Residential character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Generally good, well-maintained townscape makes it an attractive place to live.
- Good architectural quality and interesting features such as rooflines, high quality materials and intact front boundaries.
- Historic character of the two conservation areas, listed buildings and buildings of townscape merit, but also of other houses and streets of consistent historic character such as Stanley Road and Derby Road.
- Tree-lined streets and generously sized gardens benefit people and nature. Mature trees are often landmarks in their own right, creating a local sense of place.
- The suburban character, greenness and calm streetscape are important in providing a setting to Richmond Park.
- Individual buildings which form local landmarks, including those mentioned above.
- Distant views from higher ground, and valued views, including:
  - view to the north, downhill along tree-lined East Sheen Avenue;
  - view to Richmond Park along the southern end of Sheen Lane.



**Fig.315:** The tall roof of this house at the corner of Richmond Park Rd/York Avenue in Sheen Lane (East Sheen) CA makes it a local landmark

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Some unsympathetic alterations to housing frontages and roof and window installations which erode the consistency of character.
- Erosion of pavements, grass verges and front gardens for increased parking which undermines the green, leafy streetscapes.



**Fig.314:** View along Sheen Lane to Richmond Park



**Fig.313:** Landmark grade II listed Texaco garage on Upper Richmond Road with interesting roofline of Harvey Court (building of townscape merit) behind

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Detached
- Mansion blocks
- Pubs
- Schools and education

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

**Overall, East Sheen Residential has a high sensitivity to change.**

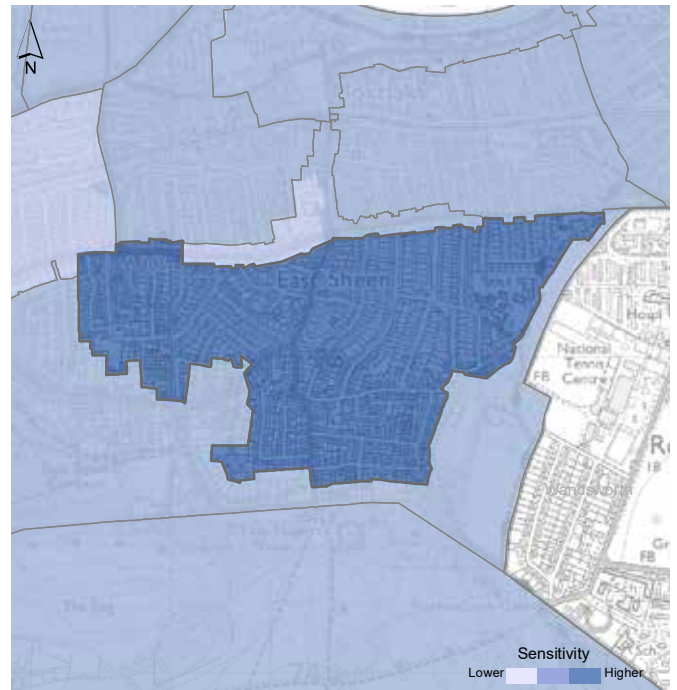
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig.317:** Furness Lodge, framed by trees, is a local landmark on the corner of Temple Sheen/Derby Road



**Fig.316:** No. 29 Stanley Road (building of townscape merit) reflects a more historic and cottage-like feel to some roads in the west of the character area



**Fig.318:** East Sheen Residential sensitivity plan

© Crown copyright and database right 2021



## H5 East Sheen Parkside



**Fig. 319:** Trees, front gardens and communal planting on Sheen Common Drive give the area a leafy, safe feel

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

East Sheen Parkside includes Sheen Common and the residential area immediately to the north of it, most of which is designated within two conservation areas: Sheen Common Drive and Christchurch Road. It also includes the adjacent Richmond Cemetery and Palewell Park.

**Sheen Common is a surviving parcel of the much greater area of common land that existed in the local area before Richmond Park was created.** Except for a cluster of 18<sup>th</sup> century buildings at Christchurch Rd/Well Lane which was one of the historic cores of East Sheen (the Plough pub and grade II listed Percy Lodge), and a few remaining Victorian villas, houses in the area date from the 20<sup>th</sup> century. Large Victorian villas in their own grounds were developed around Christchurch Road in the 19<sup>th</sup> century following the opening of Mortlake Station in 1846. The area was redeveloped in the Edwardian and inter-war period when the area became increasingly suburbanised and many of the older villas and gardens were lost. Sheen Common Drive in the west of the area was largely undeveloped until the 20<sup>th</sup> century.

**A high quality townscape**, reflected by the majority of the area being designated as conservation areas - Sheen Common Drive and Christchurch Road. Individually designed large detached houses, many of which are Buildings of Townscape Merit, are primarily

concentrated in the Christchurch Rd CA, and contribute to good scenic quality and coherent character of the area. Houses in the Sheen Drive CA are generally more recent although still contribute to the overall townscape quality.

**A well-managed, intact residential area with characteristic elements in good condition.** High quality and intact brick or stone boundary walls - sometimes with railings, well-planted and maintained front gardens, public realm and high quality materials - particularly red and yellow brick - give a rich texture, as do interesting individual details such as gable ends or parapets, hipped roofs, and timber sash windows. Houses are consistently 2 to 2.5 storeys

**Mature, open, leafy and suburban character** from low density residential streets lined with mature trees, shrubs, grass verges and houses set in large plots with generous front and back gardens and spaces between buildings. The townscape has a spacious, green feel which ties its character to the Common. Large mature trees in gardens and along streets are important to this. Development in the area is primarily residential and well-integrated with planting and gaps between houses. Houses are set back behind boundary walls. The wider setting of the Common and Richmond Park to the south contributes to the pleasant, leafy suburban character.

**A sense of safety, and a community feel**, with child-friendly, quiet roads and proximity of schools to the Common.

**Sheen Common**, a significant open space and area of Metropolitan Open Land adjacent to Richmond Park. The open space is a focal point for the community with cricket fields, tennis courts and bowling green enveloped by woodland which gives it a natural and secluded character, despite its proximity to the residential area. It is designated a Site of Metropolitan Importance for Nature Conservation (SINC) for oak woodland, and supports a diverse range of flora and fauna including woodland birds, butterflies and stag beetle. Lying on sandy acidic gravels, it used to support heath/acid grassland which has developed into woodland since the cessation of grazing in 1898. Historically it was a site of gravel extraction which has resulted in a series of damp patches and a pond.

Topography slopes upwards in the south-west of the character area, creating **views from Richmond Cemetery to the Church of St Matthias** in Richmond.

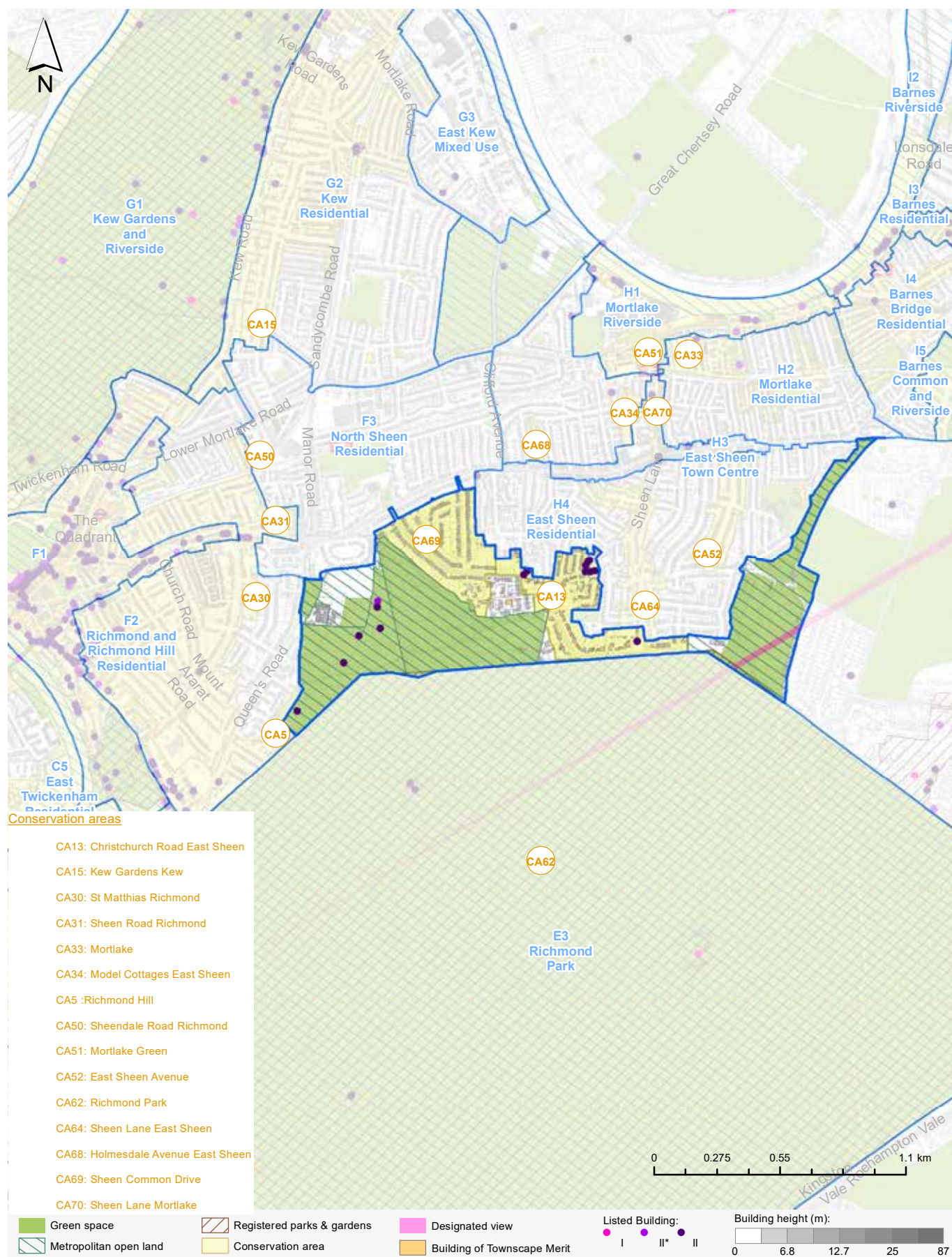


Fig. 320: East Sheen Parkside character area plan

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Sheen Common and Palewell Park, valued for their sense of openness, biodiversity, history, recreation value and socially for its role as a gathering place for the community. Broadleaved woodland (designated SINC) supports rare species such as stag beetle.
- The recreation value and openness of the Common, designated as MOL and open access land, and with numerous public rights of way through it.
- The area's role in providing a green setting to Richmond Park.
- The high quality and historic value of the streetscape and individual houses, particularly within the conservation areas.
- The leafy, suburban character as a result of well-integrated houses with gaps between them, consistent building heights and mature trees and vegetation in the streetscape, valued for its aesthetic qualities and the quality of environment it provides as well as biodiversity value and climate change resilience.
- Valued views, including:
  - from Richmond Cemetery to the distinctive spire of the Church of St Matthias in Richmond;
  - view into Sheen Common near its entrance on West Temple Sheen.

Landmarks include:

- Christ Church, grade II listed, with its prominent square tower rising above the smaller scale surrounding houses;
- The Plough public house (building of townscape merit), at a prominent location on the eastern side of the character area and which forms the historic centre of East Sheen;
- Individual mature trees.



**Fig.322:** View towards St Matthias Church in Richmond from the high point in Richmond Cemetery

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Occasional unsympathetic alterations (such as loss of traditional features) and loss of front boundary features and gardens for parking has a relatively large impact due to the overall consistency of the area.
- Christ's School on Queens Road is less successfully integrated into its surrounding environment.
- Pesthouse Common on Queens Road does not function as well as it could do for biodiversity, visual impact or overall structure in the townscape.



**Fig.323:** East Sheen Common is a popular community open space



**Fig.321:** Grade II listed The Halsteads on Fife Rd in Christchurch Road Conservation Area, dates from 1868

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Detached
- Period semi-detached
- Period terraces

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, East Sheen Parkside has a high sensitivity to change.

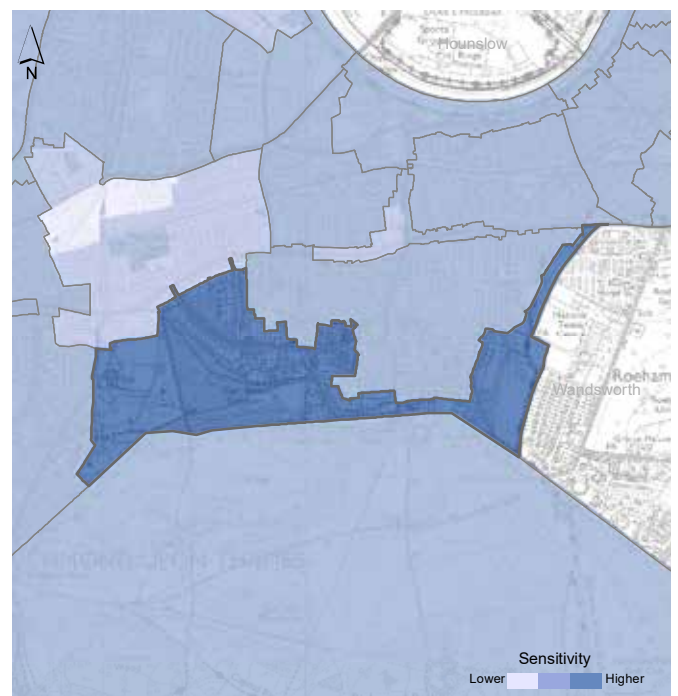
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig.324:** Detached house on Fife Road with generous front garden



**Fig.325:** Mature trees and houses set back from Fife Road behind front walls gives the area a suburban character



**Fig.326:** East Sheen Parkside sensitivity plan

© Crown copyright and database right 2021



# I Barnes



**Fig. 327:** Barnes Green is a focal point, with grand historic buildings providing a positive frontage

## *Summary*

Barnes is an old settlement, recorded in the Domesday Survey of 1086. Contained by a tight curve in the river, the settlement is focussed on Barnes Green and the High Street. In Castelnau large early Victorian houses face a predominantly inter-war residential area of suburban and cottage-like council built homes. Grand, lavishly detailed villages front the riverside close to the High Street.

Its setting is strongly influenced by the River Thames bordering Barnes on three sides, as well as the significant open spaces of Barnes Common and the London Wetland Centre.

## *Key changes and trends*

- Barnes is an established area with little change expected.
- Local centres at Church Road, Church Road/Castelnau and High Street.
- Castelnau and White Hart Lane neighbourhood centres.



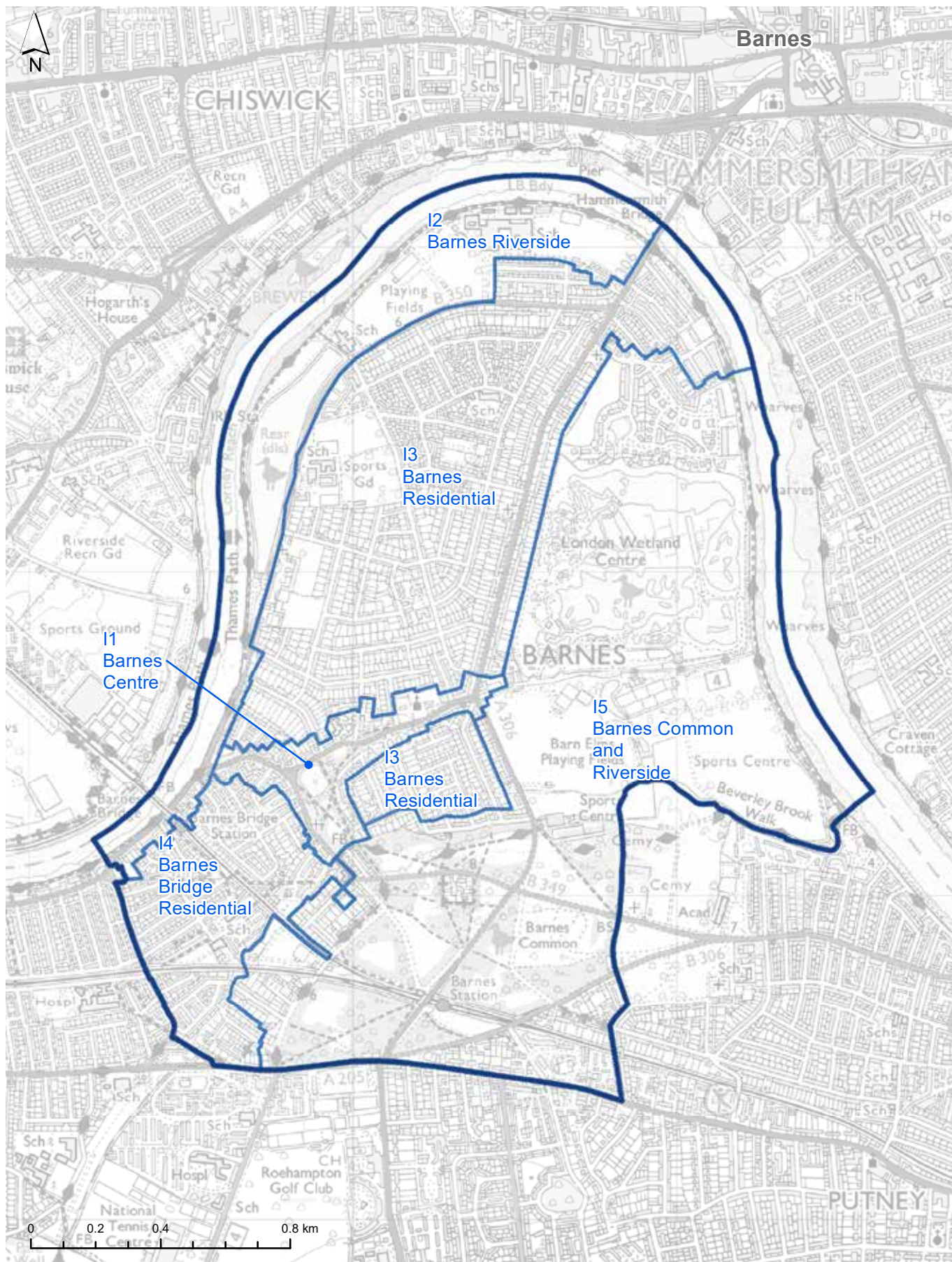


Fig. 328: Place [Barnes](#) character areas plan

© Crown copyright and database right 2021



## 11 Barnes Centre



**Fig. 329:** Barnes Green is a distinctive feature of views along Barnes High Street

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Barnes Centre is an attractive and well-managed central hub that connects the residential areas of Barnes with the Common and the riverside. It is characterised by its busy feel and the abundance of retail and hospitality services. The character area incorporates the high street, Church Road and Barnes Green, within Barnes Green Conservation Area.

Barnes is an old settlement, recorded in the Domesday Survey of 1086, and John Rocque's map (1746) shows The Terrace and Barnes High Street. Numerous 18<sup>th</sup> century buildings are well-spaced and subsequent development has infilled between them.

Almost a village feel and a sense of history: the former can be attributed to the narrowness of the High Street itself and the number of independent, small shops, as well as how the main roads converge around the calm Barnes Green. The mostly high-quality building types, and the prominence of large, grand buildings like Essex House and the Sun Inn, helps the area convey a sense of heritage.

Barnes is situated within the meander of the Thames in an area of flat, low-lying, floodplain. The flatness of topography helps enhance the sense of continuity along Church Road and Barnes High Street, however, despite varying building vernacular and scales.

Barnes Green CA is one of the earliest designated conservation areas. Varied building vernaculars, with buildings from multiple centuries, relatively consistent in quality and status with more traditional buildings existing in varying states of preservation. There are some good examples of retained Victorian and Edwardian buildings of up to 4 storeys that help define the skyline. Milbourne House, St Osmund's RC School, and the Sun Inn, all overlook Barnes Green, whilst other significant buildings such as St Mary's Church, are located further north along Church Road.

Typical details include: tiled stall risers, key pattern pilasters, and carved details such as the Lion Houses that overlook the Green. The Lion Houses were built between 1899 and 1903 by James Nicholl, and are identifiable by the small, sculpted lions that form an unusual feature of many gate-piers, bays, and parapets.

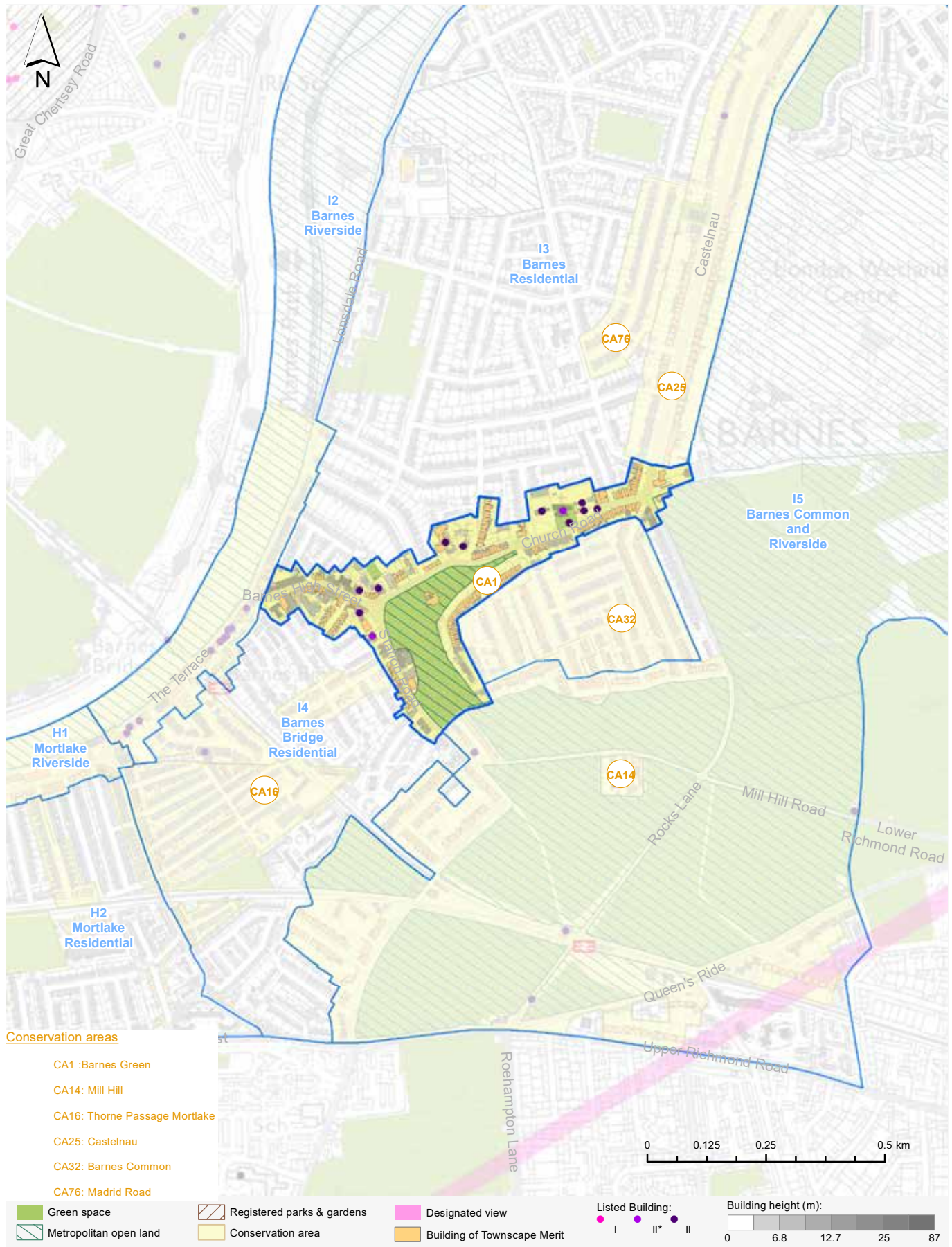
An important and attractive shopping area, with neat, continuous frontages of small, often independent, shops. Many of the shops and residential buildings have retained traditional details and shop frontages.

Barnes Green contains many mature trees and is a high quality, well-used, green space. Its position on the curve of Church Road and The Crescent brings a well-treed aesthetic to the parade of shops on the Church/Grange Road junction.

Lack of street trees and vegetation along the High Street itself, with much of Church Road fronting directly onto the street.

Key buildings and landmarks include:

- grade II-listed St Mary's Church;
- the early 20<sup>th</sup> century Olympic Studios;
- numerous buildings of townscape importance along the High Street and overlooking the Green.



**Fig.330: Barnes Centre character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Significant amount of green space, most notably the central Barnes Green, but also an abundance of garden vegetation/trees lining Church Road. The Green itself forms a distinctive, valued feature of recreational and environmental importance and also enhances the scenic quality of the area. The planted area in front of, and the mature garden vegetation adjacent to, St Mary's Church, forms another welcome green space.
- Mature trees, including street trees, which soften the streetscape and lend an overall sense of green. They are often distinctive landmarks in their own right and also highly valued for biodiversity and climate change resilience.
- Views, mostly short-distance, of Barnes Green, from adjacent streets, contribute to the pull, and structure of the area. Medium-distance views of the Thames are also definitive of the western part of Barnes High Street.
- Distinctiveness of townscape character through the generally strong coherence of building forms, features and materiality.
- Historic character, evidenced by through the area's situation within a conservation area and the interesting building vernacular. Twelve listed buildings are located within the area, including St Mary's Church (II\*), Strawberry House (II), 18 Station Road (II\*), the Grange (II) and the Sun Inn (II).
- The variety of interesting, independent shops enhance the authenticity of the townscape and frontages offer visual interest.



**Fig.332:** The Homestead Cottage (locally listed) and adjacent grade II\* St Mary's Church with distinctive landmark tower

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The physical prominence of the A3003 acts to sever buildings either side of Church Road and Barnes High Street. This makes the area less permeable for pedestrians and shoppers, and separates Barnes Green. It does, however, ensure a fair level of connectivity to the area via numerous bus routes.
- Excessive traffic along A3003 and Station Road impacts on the area's noise pollution and detracts from its ambience.
- Loss of boundary treatments and front gardens along part of Church Road.
- Lack of strategy overseeing use of sites has led to the over-concentration of certain uses (such as estate agents) and the loss of retail opportunities that might better serve the area's High Street function.
- The aesthetic of shop frontages is not always consistent in style or standard. The cohesiveness of building typologies deteriorates somewhat, with the loss of some of the original boundary features along the southern edge of Church Road.



**Fig.331:** Traditional shop frontages along Barnes High Street

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Shop front terraces
- Pubs
- Churches
- Community/leisure



**Fig. 333:** The Sun Inn is a notable example of a building of 17th Century origin within the area



**Fig. 334:** Barnes Green is a distinctive feature of views along Barnes High Street

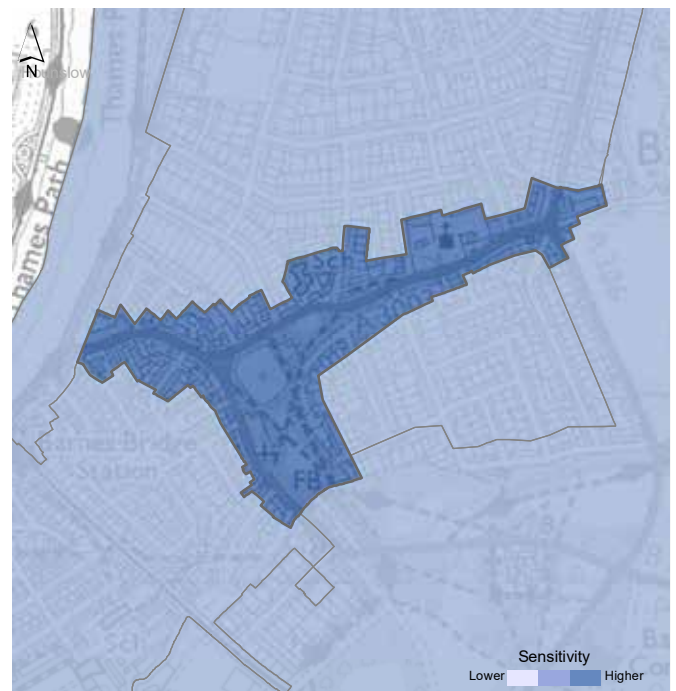
### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Barnes Centre has a high sensitivity to change, and extensive change and development is not appropriate.

There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics such as the less-sympathetically designed, 20<sup>th</sup> century buildings along the High Street. Well-considered, future enhancement or development should respect:

- the proportion, scale, and material quality of the period shop front terraces;
- the existing skyline;
- the function of the streetscape as a location for leisure and retail.



**Fig. 335:** Barnes Centre sensitivity plan

© Crown copyright and database right 2021



## 12 Barnes Riverside



**Fig. 336:** Sweeping panoramic views in both directions along the River Thames give an important sense of openness. Seating allows people to enjoy views from the viewpoint at the White Hart pub, with Barnes Bridge in the background

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Barnes Riverside follows the sweep of the River Thames from Hammersmith Bridge to White Hart Lane. It is characterised by green open spaces connected by the wooded Thames Path in the upper reach, and grand, more formal waterfront developments along the Terrace, near Barnes High Street at its southern end.

**A strong sense of place along the River Thames** and adjacent green spaces including the Dock Gardens. The river and open spaces have a **strong sense of openness**, enhanced by the green, undeveloped nature of the opposite bank in Hammersmith and Fulham. This, and the quietness of the area, generates a perception of ruralness. There are **largely unfiltered views along the river** from The Terrace, punctuated only by the historic Barnes Bridge. **Flat topography enhances the sense of spaciousness** across the well-maintained and extensive St Paul's school grounds in the north of the area. Where this borders the Thames, and across the Leg O Mutton nature reserve, the **vegetation structure becomes more complex**. Dense tree cover curtails views but also makes the area feel more natural, despite its urban location.

**Barnes is an early settlement recorded in the Domesday Survey of 1086**, though Barnes Bridge, by Joseph Locke, was not constructed until 1849. The riverside Terrace is where the oldest houses are found,

lined with Georgian mansions. Gustav Holst, the composer, lived at number 10 from 1908 to 1913.

**A collection of grand and eclectic houses, many of which are listed buildings and landmarks, on The Terrace on the riverside** including a number of 18th and 19th century buildings of exceptional quality in Barnes Green Conservation Area. Lonsdale Road is fronted by a number of 'London Flats' many of which retain original features. At the junction with Barnes High Street are two typical Victorian pubs with decorative tiling and etched glass. The architectural quality of the waterfront buildings contribute to the historic, interesting and varied townscape. Buildings are generally 3 storeys along the Terrace but include a 5 storey mansion block (building of townscape merit).

**The built section of Barnes Riverside serves a mostly residential function.** Houses fronting Lonsdale Road on the River Thames have interesting character and are primarily 2 storeys.

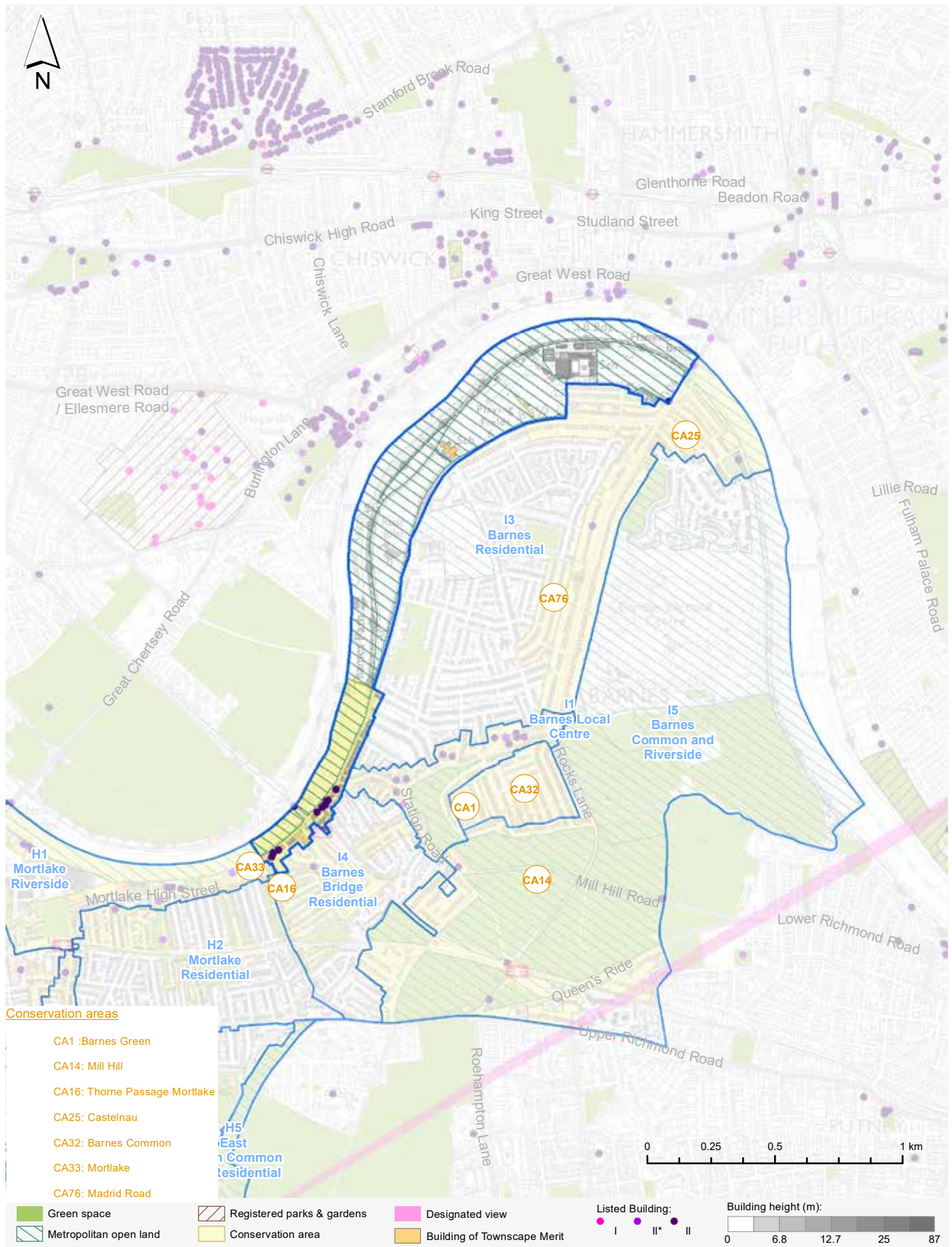
**A small number of services centred around the High Street junction** include two Victorian Pubs, the Bulls Head and the Watermans Arms.

**Opportunities for leisure and casual recreation are supported along the Thames Path** which extends along the entire bend of the river, and greener areas of Barnes Riverside, although much of this is within private land. The Dock Gardens and Leg O Mutton Nature Reserve form a core area of communal, open space within Barnes Riverside. They provide a space for reflection and their community importance has been made clear through historic opposition to development plans.

**Barnes Bridge Station** is located adjacent to Barnes Riverside and provides regular, direct links to London Waterloo. The area is also well serviced by bus and forms part of the Thames Path National Trail.

Landmarks include:

- Barnes Railway Bridge, grade II listed structure, originally built in 1849. The bridge forms a prominent landmark within views along the Thames;
- Hammersmith Bridge, grade II\* listed;
- The White Hart pub;
- Individual buildings along the Terrace, many of which are listed or recorded as buildings of townscape merit, including the red brick late Victorian Police station, The Tower with its distinctive turret, The Bull's Head pub.



**Fig. 337: Barnes Riverside character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Sense of green and openness throughout.
- Permeable areas of open space such as Leg O Mutton Nature Reserve, the Thames Path National Trail, and the Dock Gardens. The retention of these features is integral in maintaining the rural quality of the area and the sense of openness.
- Street furniture. There are lots of benches, especially around the Dock Gardens, which support community engagement with the landscape.
- The consistency, character, and architectural quality of buildings along The Terrace and south end of Lonsdale Road, maintains the historic, grand aesthetic of the area and contribute to its sense of identity.
- Valued views along the River Thames. The undeveloped nature of the Hammersmith and Fulham bankside is important in creating a green and open outlook. Particular views of note include:
  - views along the river from numerous viewpoints, including from the White Hart pub viewpoint and the bench on the river wall close to Barnes High Street;
  - views from the Leg O Mutton Nature Reserve.
- Barnes Railway Bridge, as an individual feature and for its defining presence in views along the Thames.
- The seven listed buildings along The Terrace that are key to maintaining the distinctive character of the waterfront.
- The two pubs at the High Street junction contribute to the identity of the area.



**Fig.340:** Building heights rise to 3 storeys at The Terrace, reflecting their grandeur and high quality as part of the Barnes Green Conservation Area

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- The Mortlake Brewery and adjacent chimney/ industrial area is a detractor in views along the river from Barnes Riverside.
- Slight feeling of disconnect between The Terrace/ Lonsdale Road and the area north of, and including, the Dock Gardens.
- Some unsympathetic details on historic buildings such as uPVC windows.



**Fig.338:** Grade II\* Hammersmith Bridge is an attractive landmark



**Fig.339:** Dock Gardens and the wooded river's edge contribute to a natural feeling along the riverside

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban semi-detached
- Villas
- Pubs
- Schools and education

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Barnes Riverside has a high sensitivity to change, and extensive change is not appropriate.

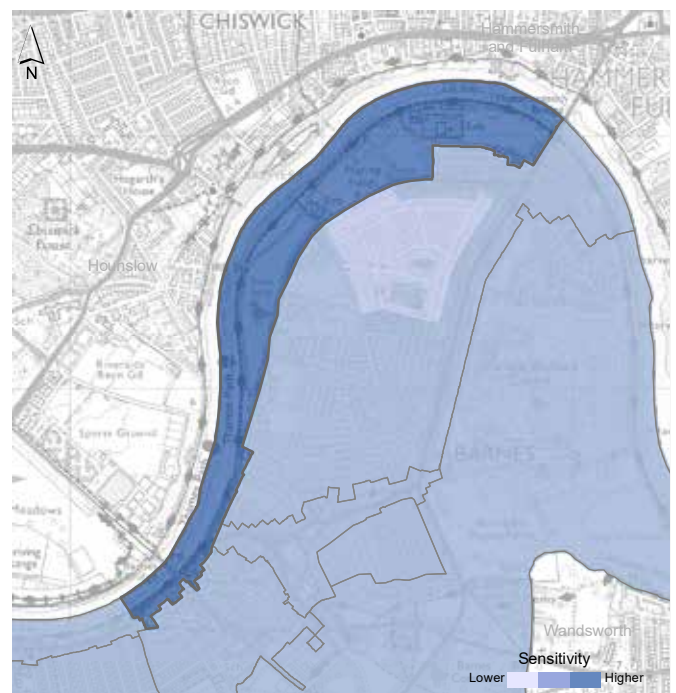
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig.342:** Leg O Mutton Reservoir LNR provides an area of rurality within Barnes



**Fig.341:** 18th century, 3-storey Grade II listed on The Terrace, close to Barnes High Street



**Fig.343:** Barnes Riverside sensitivity plan

© Crown copyright and database right 2021



## 13 Barnes Residential



**Fig. 344:** Lonsdale Road in Castelnau Conservation Area, characterised by large street trees and grand 2-3 storey period houses

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Barnes Residential encompasses the predominantly mostly residential areas of north Barnes: north of Barnes High Street, the residential areas of Barnes Common Conservation Area and Barnes Green CA, and including Castelnau Conservation Area. There are a mixture of housing styles, ages, and materials but the essence of its character is evident in the overall sense of unity and rhythm, from the general consistency in boundaries, vegetation, and streetscapes.

The area was farmland until 1825 when Hammersmith Bridge was first built and a new road (now named Castelnau) built as an approach to the bridge, connecting Barnes Village. The name derives from the Boileau family who built a number of semi-detached villas and who had their ancestral home in Castelnau de la Garde near Nimes in France.

**The topography is consistently flat as the area is contained within the Thames floodplain**, inside of its meander around Barnes. With the exception of Castelnau, the properties along Riverview Gardens, and Harrod's Village, there is little obvious relationship between the area and the river. Riverside access is largely restricted.

**The streetscape throughout the residential area is relatively quiet and leafy**, with an abundance of

front gardens and regular street trees. Open spaces are scarce, however, limited to Castelnau Recreation Ground and private school/sports grounds in the north-west of the area. Much of the area is well-connected to the adjacent, more open areas of Barnes Common and Barnes Riverside character areas, which are contained within views along some of the streets.

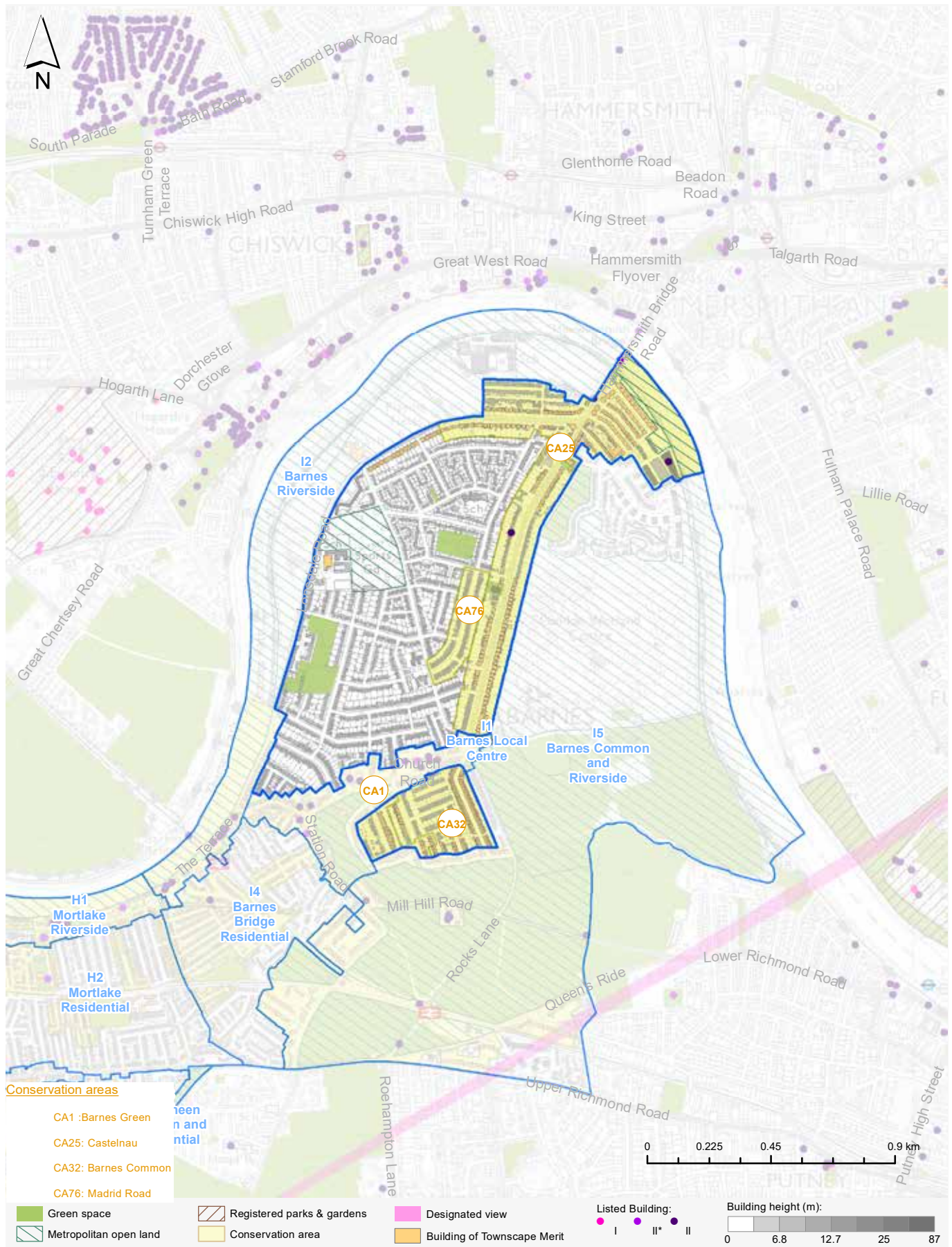
**A sense of grandeur and high quality to the buildings and streetscape.** Particularly Castelnau, where the width of the road, and the continuous façade of high-quality architecture, help generate a sense of identity and importance. It also sets up **views along Castelnau to Hammersmith Bridge**. Buildings are of similar heights and quality, including the grand Victorian style properties of nos. 203-209 Castelnau, and Lonsdale Road, and the tall Edwardian flats opposite. Streets such as Riverview Gardens and Clavering Avenue exhibit consistent, good-quality Edwardian architecture and attractive, blossoming street trees.

The streets to the west/north-west of Castelnau are relatively wide, with generously sized houses and gardens. Buildings are mostly 2-3 storeys, and of typical 20th century and post-war styles, but are more grand/ornate towards the High Street. Further north, buildings are set further back from the street and tend to be more spaced-out/semi-detached, with a concentration of 1930's builds around Nowell Road. There is a fairly quiet, residential quality to this area, with traffic generally limited to Lonsdale Road.

**The building vernacular throughout Barn Elms, and east of The Crescent within Barnes Green Conservation Area**, is grand and highly-uniform, with good retention of original architectural details. The streets in this area are less wide but are mostly tree-lined and possess views towards Barnes Common, so maintain a similar residential character to the rest of the area. Rocks Lane marks the eastern boundary of the Barn Elms residential area and was initially constructed as an extension to Castelnau.

**Part of Castelnau forms a Neighbourhood Centre**, and the road supports numerous retail and hospitality services.

**Several landmarks punctuate the residential streetscape:** Hammersmith Bridge (grade II\*), Harrods Depository (grade II), building no's 91-125 and 84-122, Castelnau (grade II).



**Fig.345: Barnes Residential character area plan**

© Crown copyright and database right 2021



## Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The high quality and condition of Castelnau Conservation Area, with grand buildings of consistent height that form a coherent skyline.
- Overall sense of unity across the character area, despite varied architecture and built forms, creates a defined sense of place and consistency that is easy to navigate.
- Mature street trees and front gardens enhance the residential character and sense of openness throughout the area.
- Historic character exhibited in the Conservation Areas and through the prominent listed buildings, further contributing to the depth of sense of identity.
- Architectural quality and consistency of buildings within the Barnes Green Conservation Area, for instance along Hillersdon Avenue and Laurel Road.
- Landmark buildings at Castelnau/Lonsdale Road junction including listed buildings and buildings of townscape merit, and their settings, which create legibility and add character to the streetscene.
- Mansion blocks along Riverview Gardens, by Hammersmith Bridge. Present a grand frontage to Barnes itself and maintain an important visual connection to the River Thames.
- Hammersmith Bridge (grade II\*) is situated partly within the Castelnau conservation area and provides the main road/pedestrian linkage across the Thames to central London. The bridge forms the basis for the wider development and layout of Castelnau.
- Harrods Depository, riverside warehouse (grade II). A flamboyant, high Victorian building, with an elaborate Baroque façade, forms an important landmark within views along the River Thames.
- Castelnau Recreation Ground.



**Fig.348:** Consistent Victorian terraces on Elm Grove Road, Barnes Common Conservation Area, with intact front boundary walls

## Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Some unsympathetic, street-facing, dormer loft conversions disrupt the sense of unity and consistency of architectural quality.
- The sub area to the north and south of Barnes Avenue is less distinctive in character, with winding roads of 1930s 2-storey houses. Though consistent in style, the architecture is simpler and less interesting with minimal front gardens and less reflective of the wider character of Barnes Residential. Satellite dishes are widespread and almost all timber windows have been replaced with uPCV double-glazing. Off-road parking has largely replaced front gardens, hedges and walls which were designed elements of the character of the development.
- Traffic-related clutter on the approach to Hammersmith Bridge.



**Fig.347:** The former Boileau Arms (building of townscape merit) is a distinctive landmark in the Castelnau neighbourhood centre



**Fig.346:** The distinctive Grade II listed Harrods Depository overlooking the river in Castelnau Conservation Area

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Suburban terraces
- Suburban semi-detached
- Detached
- Mansion blocks (localised in north-east of Castelnau)
- Shop front terraces (along Castelnau)
- Schools and education

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Barnes Residential has a high sensitivity to change, and extensive change is not appropriate.

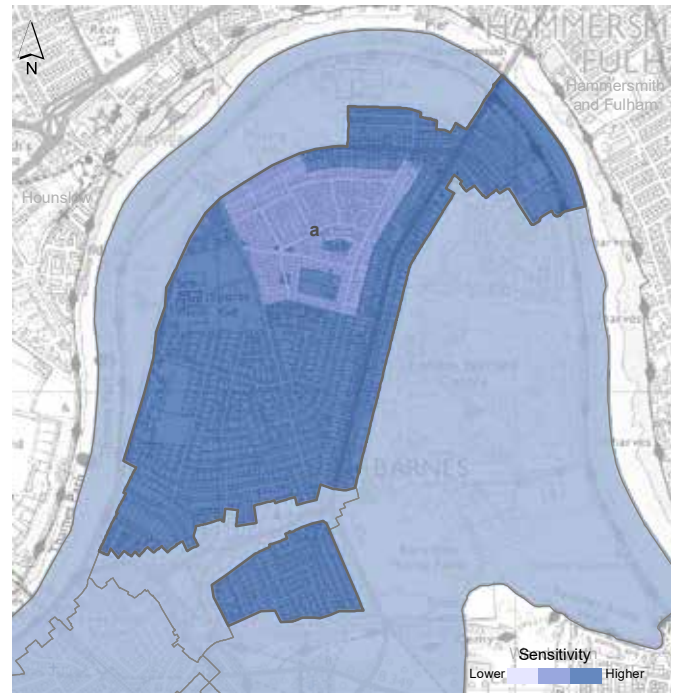
However, the area of 1930s 2-storey estates west of Boileau Road/Lowther Estate (sub-area I3a) are of lower sensitivity, with fewer valued features and elements of townscape quality. However, there is consistency in built form height and scale.



**Fig. 349:** Planted front gardens, intact front boundaries and front elevation details on Madrid Road, in Madrid Road Conservation Area



**Fig. 350:** Castelnau Mansions - 5 storey Edwardian flats bring a sense of grandeur to the main road. Detailing, quality and colours add variety and interest



**Fig. 351:** Barnes Residential sensitivity plan

© Crown copyright and database right 2021



## 14 Barnes Bridge Residential



**Fig. 352:** Consistent modest Victorian terraces on Railway Side in Thorne Passage Conservation Area

### *Key characteristics*

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Barnes Bridge Residential consists of the small scale streets of predominantly Victorian terraces either side of the railway line and Barnes Bridge Station. It includes part of the White Hart Lane neighbourhood centre and an array of associated shops and community services.

**Good quality, consistent terraced houses.** Several conservation areas reflect a high quality townscape. There is a colourful mix of architectural styles and forms but a sense of coherence through the height and scales of buildings and streetscapes.

**A neighbourhood feel,** with well-proportioned buildings, integrated open spaces, street trees and local/ neighbourhood centres. A result of the area's well-planned initial development as a late-Victorian 'model village' designed to improve community function and living conditions.

The area was formerly enclosed farmland and market gardens around Beverley Brook. The conversion of the gardens into built development occurred from 1850, following the construction of the railway. Much of this early layout has persisted and the area has retained its small-scale streetscapes. Evidence of the historic market gardens remains today in allotments such as the Westfield Gardens, and former field boundaries are reflected in the layout of streets.

**Historic character, with narrow roads and regular rows of modest terraced houses** e.g. Thorne Street, Charles Street in Thorne Passage CA. The urban grain is consistent across much of the area, except for the larger, more recent developments around Westfields and Barnes Primary School in the south-east and wider, winding streets of Elm Bank Gardens, and more recent development such as Brookfield Mews. Buildings are mostly 2-3-storeys. Some larger, institutional buildings such as the school break up the regularity, and a gradual increase in scale towards the river.

**Historic narrow pedestrian passageways** such as Thorne Passage, Beverley Path and Railway Side in Thorne Passage CA, which unite streets either side of the railway. The paths are linked by two late 19th century dark tunnels beneath the railway line.

**Architectural details and textures,** especially within the conservation areas, where painted façades and details such as intricate brickwork, tiled façades or public houses, lion sculptures (within Cleveland Road CA) and roof structures contribute visual interest. There is a widespread use of London stock brick and painted render across much of the area.

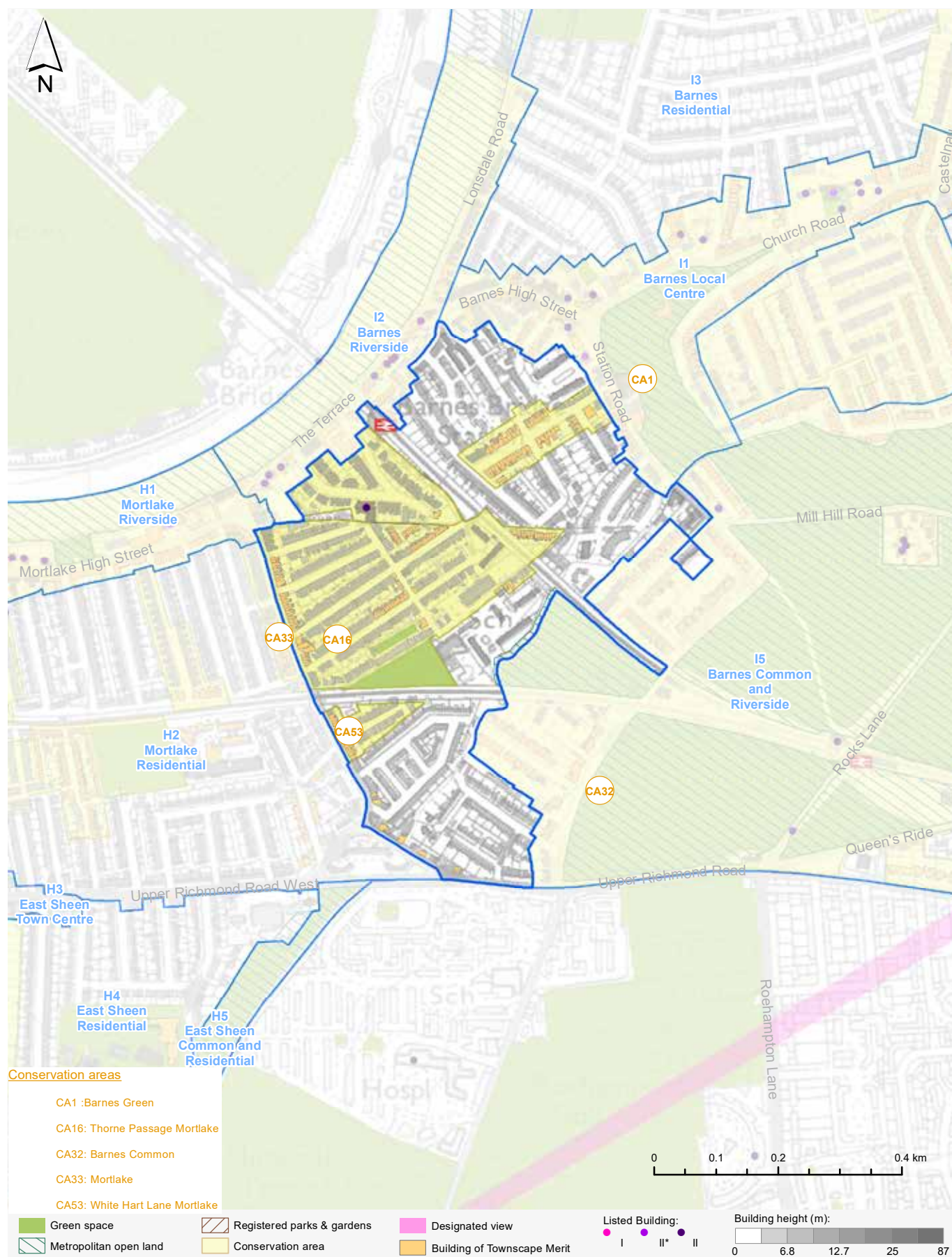
**Cleveland Road** is a small part of Barnes Green Conservation Area. The rows of Victorian terraces of townscape merit have a grand, more formal feel. These stand at 2-3 storeys.

**White Hart Lane neighbourhood centre** (spanning the border of this and the adjacent [H2 Mortlake and East Sheen Railwayside](#) character area) contains an array of local shops, cafés and restaurants mixed in with residential uses.

**Residents have good access to green, open space and nature.** The area benefits from its proximity to the waterfront to the Thames and the network of open spaces around Barnes Common, particularly Vine Road Recreation Ground and the thriving, railwayside allotments.

**Barnes Bridge Station,** with regular rail travel to London Waterloo. The area is also serviced by regular buses along White Hart Lane and is near to Barnes High Street. The absence of any main, through roads means the area retains a calm, quiet atmosphere.

**Key buildings and landmarks include:** The Stags Head pub, Barnes Bridge Station and the mural in Barnes Bridge tunnel, the Church of St Michael and All Angels (grade II listed).



**Fig.353: Barnes Bridge Residential character area plan**

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- The consistency of building and streetscape quality, especially within the conservation areas make this a welcoming, attractive place to live that contributes positively to the wider character of Barnes.
- The intact, detailed Victorian terraces lining Cleveland Road are of exceptional quality and create an aesthetically pleasing corridor through the area as well as historic and visual interest.
- Quiet roads contribute a sense of security and calmness and a village-like quality. This is in line with the original, late-Victorian town planning for the area and has established a sense of community, enhanced by the local services along White Hart Lane.
- The quality and functionality of shops and services along White Hart Lane and the more vibrant area of Barnes High Street.
- Street trees (mostly small) of various species, and small, planted front gardens, add to the suburban quality of the area and contribute some colour and biodiversity value.
- Westfield Garden Allotments, which reflect the area's history and provide a community hub.
- The proximity to nearby open spaces including the Thames Corridor and Barnes Common.
- Views are mostly short-distance and contained within the character area, but Elm Bank Gardens and Cleveland Gardens permit outward views across the Thames. There is also a pleasant view from Priests Bridge along Beverley Brook which provides a green break from the built surroundings, and view from Cross Street to the landmark Church of St Michael and All Angels.



Fig. 356: The White Hart pub forms a landmark at the end of White Hart Lane

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- There are some signs of erosion of the historic streetscape character through unsympathetic building extensions and alterations.
- Less consistent, modern developments such as Brookfield Mews, are concealed by the townscape layout but undermine the coherence and legibility of the area.
- Some more modern developments fail to match the general quality of the conservation areas, with messy utility boxes, plain, cheap materials.



Fig. 355: London stock brick, traditional windows and small front gardens with intact boundary fences are typical of the area



Fig. 354: High quality shop fronts on White Hart Lane

## Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Suburban semi-detached
- Detached
- Low-rise flats
- Shop front terraces
- Pubs

## Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Barnes Bridge Residential has a high sensitivity to change, and extensive change is not appropriate.

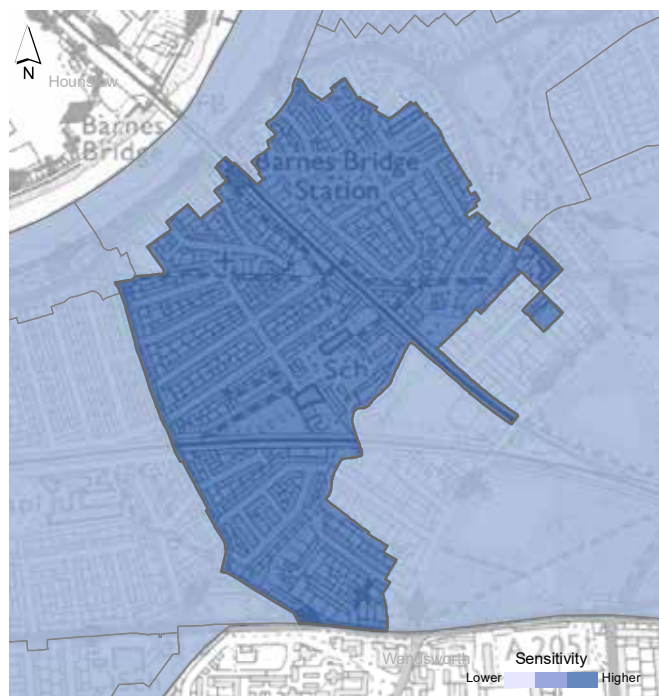
There may, however, be small areas of lower sensitivity where the townscape is less intact and does not reflect the positive character described in the key characteristics.



**Fig. 357:** 3-4 storey development behind Barnes High Street which is focussed around a central open space



**Fig. 358:** Railway Side narrow alleyway



**Fig. 359:** Barnes Bridge Residential sensitivity plan

© Crown copyright and database right 2021



## 15 Barnes Common and Riverside



Fig. 360: Barnes Common provides an extensive and distinctive open space

### Key characteristics

The combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced.

Barnes Common and Riverside comprises the extensive network of green open spaces on and connected to the River Thames in the east of Barnes, including Barnes Common, the London Wetland Centre, and Barn Elms Sports Grounds. Built development in this area is largely peripheral to the open spaces.

**Barnes Common has been used as common land for hundreds of years.** A gate was introduced in the 16th century to keep livestock from Putney out after a dispute between Putney and Barnes commoners. It is the focus of Barnes Common Conservation Area

**Public open green spaces with a strong sense of openness.** These are on low-lying, mostly flat, land adjacent to the Thames. The Common is one of the largest areas of common land in London and designated Metropolitan Open Land, whilst Barn Elms is more modified, with extensive, close-cut grassland for recreational use, bordered by more regimented lines of trees. The swathe of green spaces are crossed by numerous of public rights of way including Beverley Brook Walk, provide an important area for recreation.

**Varied natural habitats** within Barnes Common and the London Wetland Centre. Barnes Common is designated a Local Nature Reserve, and contains lowland acid grassland, scrub and broadleaf woodland and wetland. **The London Wetland Centre an**

**ecological oasis in the heart of the urban area,** has a more varied topography related to its former use as four Thames Water reservoirs. It is a significant destination, drawing visitors from a wide catchment area. The Wetland Centre has a broad range of habitats bringing a variety of water birds, amphibians and small mammals. It is designated as a SINC and a SSSI for the numbers of over-wintering shoveler and gadwall.

Despite the presence of the A306, B348 and the overground railway line, the scale of the space and the abundance of woodland stands, means that **infrastructure is largely screened and has little impact on the open character of the area.**

**Sparse development,** limited to distinct residential areas which border the Common and Wetland Centre, and are well-integrated to the surrounding landscape including Barnes Waterside, the residential area south of Queen's Ride, and the streets that form the western fringe of the common within Barnes Common Conservation Area and Mill Hill Conservation Area. The latter contains an eclectic cluster of buildings of 2-3 storeys dating from the 18th and 19th centuries and occupying the site of a former mill. Views towards areas of green space are a prominent feature, including views from Vine Road to the common in Barnes Common CA, and in the residential area around Beverley Gardens. This contributes to a **secluded and peaceful character.**

Barnes Waterside maintains the green, leafy character synonymous with Barnes Common, but its architectural style and layout is somewhat anomalous. It is neat and well-kept but lacks any clear sense of place. Buildings are well-spaced and range from three storey, neo-Georgian brick terraces to seven storey red/yellow brick apartment blocks.

**The buildings bordering the west of the common are of a high quality, and varied in height and style,** from the three storey, rendered Edwardian houses along Ranelagh Avenue, to the two storey, brick and render houses of Westwood Road. Many of the older buildings exhibit detailed features and elaborate entrance canopies. The building typology in the area south of Queen's Ride is more distinct, with wider streets and mid to high-rise blocks, and two storey neo-Georgian terraces, being the dominant features.

**There are several listed buildings and features dispersed across the common.** Barnes Station is a grade II listed building that was built in 1848.

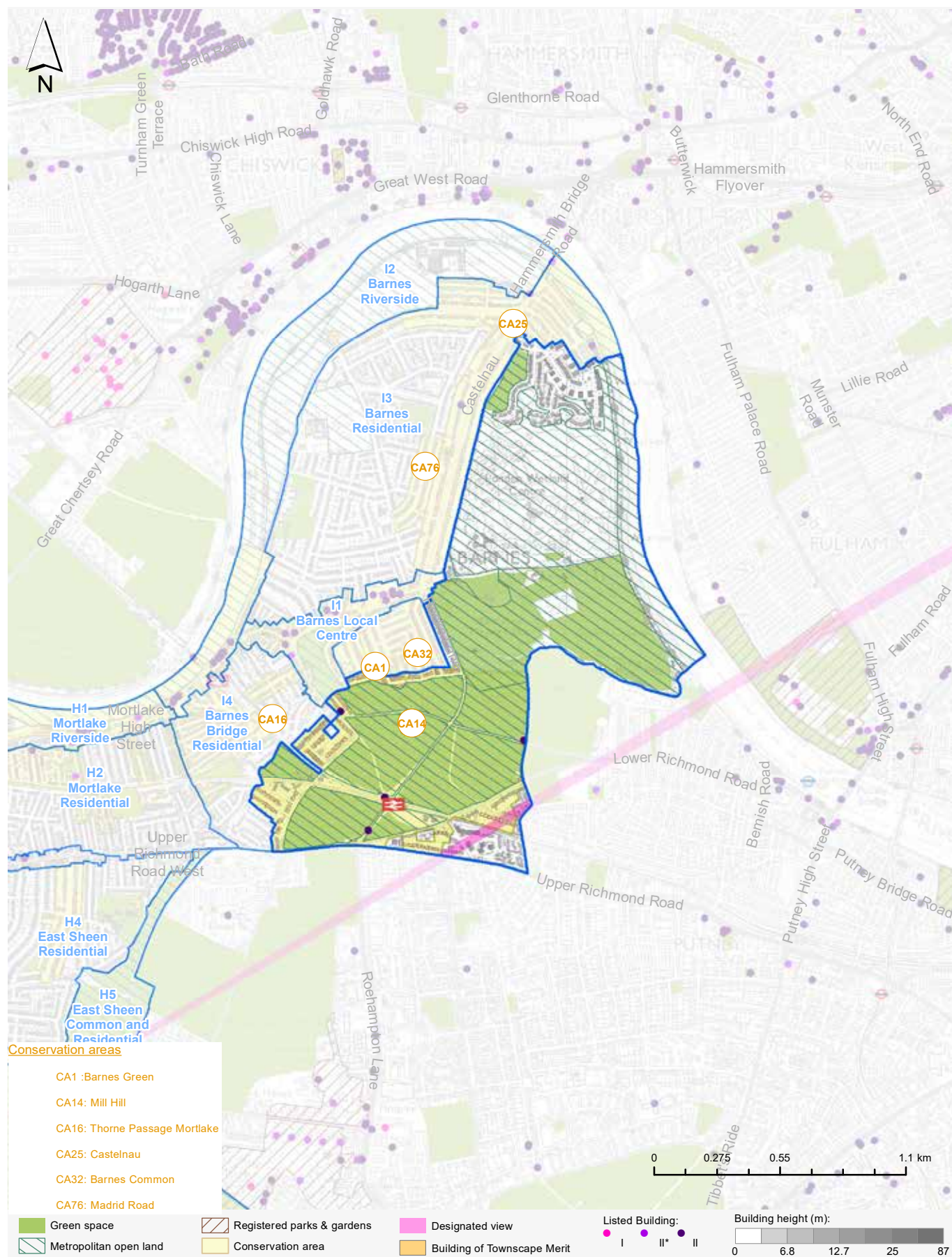


Fig.361: Barnes Common and Riverside character area plan

© Crown copyright and database right 2021



### Valued features

An overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons.

- Barnes Common: large amount of undeveloped, green space which provides a sense of openness and a rural setting to Barnes local centre.
- London Wetland Centre: nature reserve of metropolitan significance that is of high biodiversity and recreational value.
- Smaller, open spaces, such as Vine Road Recreation Ground and Beverley Gardens provide more local value and further instil the green, leafy character into the residential areas.
- The connected network of open spaces, valued for biodiversity, green infrastructure and climate change resilience.
- Views towards and onto common, from streets along, or perpendicular to, its western fringe, such as Vine and Cedars Road. This feature significantly contributes to the character of these areas.
- Building typologies and historic character of some of the streets along the western fringe.
- The architectural and historic value of listed buildings and features dispersed across the common: Barnes Station (Grade II) was built in 1848 and is situated at the heart of the common, providing regular links to London Waterloo. The Cedars (II) listed building on Cedars Road, is a large, three storey Victorian house with distinctive features. The Mill Hill, Mulberry Lodge, and Mill Hill Lodge are three listed buildings within the Mill Hill CA, dating from the mid C18 to early C19.



**Fig. 363:** Houses well-integrated into the landscape on Vine Road, opposite Barnes Common in the conservation area

### Negative qualities

Qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.

- Character less consistent across some of the residential areas, such as Barnes Waterside and Warwick Drive, which constitute fairly anonymous places.
- Although well-integrated, a number of busy roads intersect and fragment the Common and its associated green chain.



**Fig. 362:** A pond and well-vegetated surroundings creates an attractive focal point at Barnes Waterside residential development



**Fig. 364:** Barnes Common consists of large, uninterrupted open spaces

### Building types

These are the general predominant residential building types. Other uses are noted only where they are a dominant feature of the character e.g. town centres

- Period terraces
- Period semi-detached
- Suburban semi-detached
- Detached
- Villas
- Low-rise flats
- Mid-rise flats
- Community/leisure

### Sensitivity

An overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area.

Overall, Barnes Common and Riverside has a high sensitivity to change, and extensive change is not appropriate.

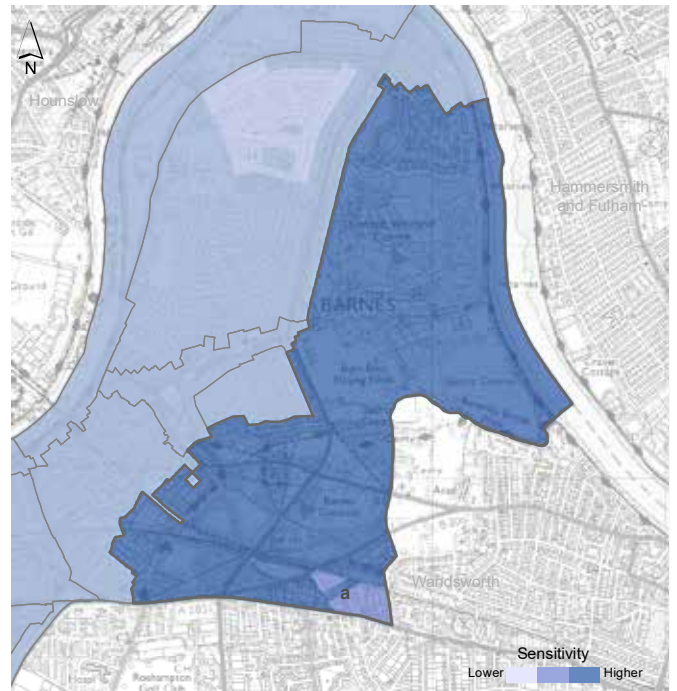
However, the residential area around Warwick Drive (sub-area I5a) is relatively lower in sensitivity as a result of the less consistent urban grain and mix of building types. It includes several mid-high rise apartment blocks (up to 9 storeys), making it less susceptible to future developments.



**Fig. 366:** Barnes Common supports a range of land covers and recreational uses



**Fig. 365:** Mature trees and grand Victorian houses on Woodlands Road in Barnes Common Conservation Area



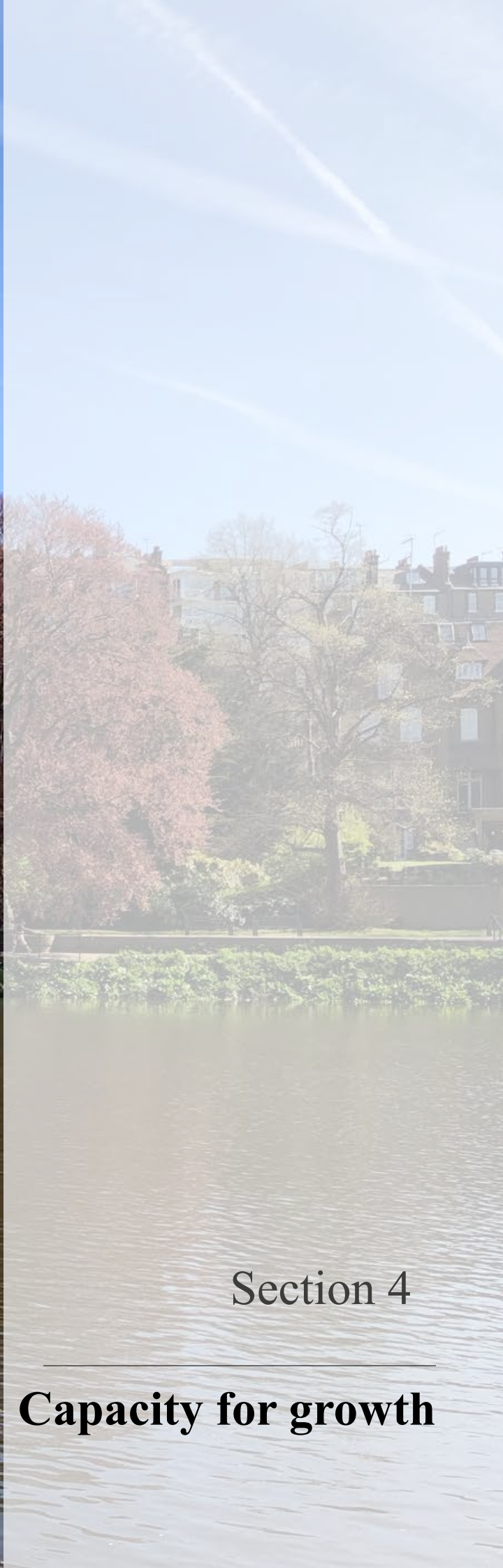
**Fig. 367:** Barnes Common and Riverside sensitivity plan

© Crown copyright and database right 2021









## Section 4

---

# Capacity for growth



## Section 4

### Capacity for growth

---

This section of the report considers, at a high level, the potential for growth in the borough (specifically in relation to tall buildings) using the character study as an evidence base.

This study has been prepared to provide evidence for the Council's emerging Local Plan, including how to deliver a design-led approach to meeting its housing targets. Therefore, the assessment of development capacity is an important component of enabling future growth of the right type in the right places, as described in the introduction ([Section 1](#)).

The capacity for growth assessment is a high level process which overlays sensitivity to change alongside probability of change in line with the methodology described in [Appendix B](#). This approach is based on character, and there will be other factors which need to be taken into account when defining actual capacity for development within the borough

#### *Capacity in relation to small sites*

The analysis in this section focusses on capacity for growth for tall buildings. Some of these areas also include small sites. However, with the exception of public open spaces, there is likely to be potential for some form of small site development across different parts of the borough. In some areas the realisation of a small site will be heavily constrained by the character of the area, and any development should refer to the profiles provided in [Section 3](#).

For example, within conservation areas, small site development would be likely to need to be in keeping with the surrounding architecture in terms of height, massing, materials and architectural quality. Therefore, in these areas small sites would be unlikely to have the potential to increase density of housing in the borough but may still fulfil some of the housing numbers required through development of empty or under-utilised plots.

The opportunity maps provide a good indication of where denser small site developments may be appropriate to bring forward, depending on their specific context.

#### *Structure of this section*

The following pages show the individual layers of analysis and how they are overlaid.

The maps on the following pages are intended as a guiding framework for assessing design-led opportunities for growth at a more detailed level as part of future strategies and/or studies. They should be read in conjunction with the character area profiles in [Section 3](#).

The maps are intended to be used at a borough scale. Any individual sites will need to be carefully considered on a site by site basis considering other necessary constraints.

Section [4.1](#) summarises and maps the **sensitivity to change** of the different character areas and sub-areas, with reference to the findings of the character study.

Section [4.2](#) describes and maps the **probability of change analysis**, overlaid by the character areas.

Section [4.3](#) brings these two sets of analysis together to map **development capacity**.

Section [4.4](#) explores **existing building heights** in the borough and existing **tall buildings**.

Section [4.5](#) considers the sensitivity, probability, development capacity and existing building heights together, and presents an **overall development strategy** for the borough based on character, showing potential areas with opportunity for good growth.

Section [4.6](#) explores tall and mid-rise buildings. The appropriate heights of potential tall buildings, and their locations, has then been tested using development scenarios (presented in [Appendix A](#)). This analysis has informed opportunity maps for tall and mid-rise buildings, described in more detail below.







## 4.1 Sensitivity

**Fig. 368** opposite illustrates the sensitivity of different parts of the borough.

The sensitivity of each character area (or parts thereof) has been assessed through the characterisation process reported in [Section 3](#), using the method described in [Appendix B](#). The sensitivity is assessed in relation to each character area's (or sub-area's) relative sensitivity to tall and mid-rise buildings.

Darker shades of blue indicate areas of highest sensitivity. These cover a large proportion of the borough, reflecting high sensitivity of its large open spaces and river corridors, such as (from west to east):

- Bushy Park and Hampton Court Park;
- Crane Park and the River Crane corridor;
- The River Thames corridor and associated open spaces on both sides including Marble Hill Park;
- Ham Lands and Ham Common;
- Richmond Park;
- Old Deer Park and Royal Botanic Gardens, Kew;
- Barnes Common and Barnes Wetland Centre.

Other notably high sensitivity areas include:

- Green Belt around the Hampton Waterworks;
- conservation areas and open spaces within Hampton Residential;
- the historic, high value and small scale townscape of Hampton Historic Centre;
- the consistent residential, tree-lined streets of Hampton Hill Residential, Teddington Residential, Hampton Wick Residential and Strawberry Hill Residential;
- the historic and modest scale Teddington Town Centre, with its link to the riverside;
- the historic core of Twickenham Town Centre and Green, and the high quality open spaces and historic houses of Twickenham Riverside;
- period residential properties around the southern part of Twickenham Residential, East Twickenham Residential and St Margaret's Residential;
- historic settlement around Ham House and Petersham in Ham Common and Riverside;
- historic and rich townscape and views associated with Richmond Town Centre and Riverside, including the historic Richmond Green;
- high quality residential properties around Richmond and Richmond Hill Residential;
- consistent, low-rise suburban character of the

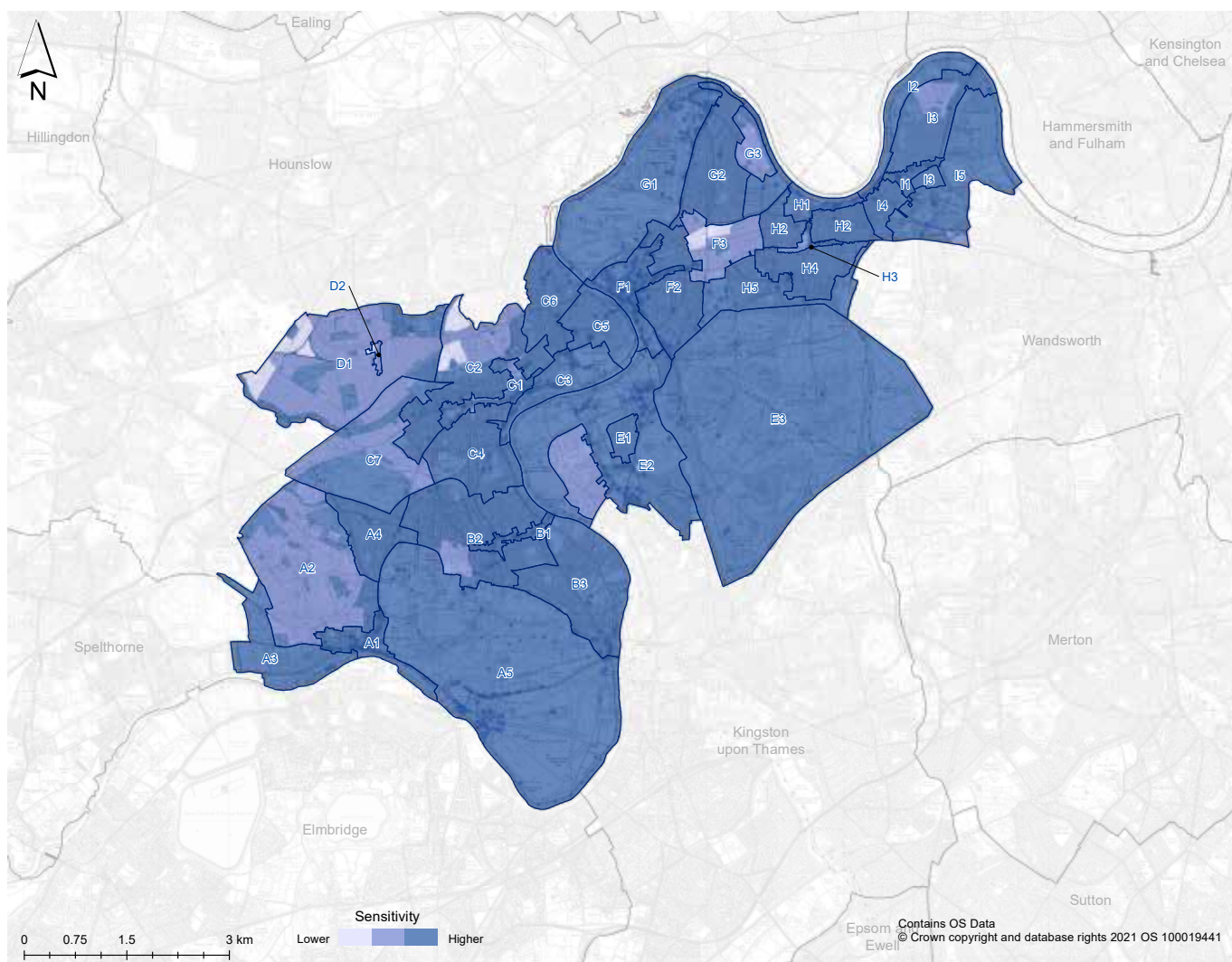
residential streets of Kew Residential, East Sheen Parkside, East Sheen Residential and Mortlake and East Sheen Railwayside;

- the historic and open riverside character of Mortlake Riverside and Barnes Riverside;
- the consistent and high quality townscape of Barnes Bridge Residential and Barnes Residential;
- the small scale and rich townscape qualities of Barnes Centre.

Areas with a lower sensitivity to change (shown in the paler shade of blue) include (from west to east):

- residential areas in the west of Whitton and Heathfield Residential;
- areas in the west of Whitton Town Centre;
- Twickenham Stadium and The Stoop in Twickenham Residential;
- the section of Lower Richmond Road in North Sheen Residential, close to the station and between the railway lines.

It should be noted that the sensitivity assessment has been undertaken at a borough-wide scale and is therefore necessarily broad-brush in its application. Within each of the areas identified there may be specific sites with a higher or lower sensitivity than illustrated. Additionally, sensitivity has been assessed to a generic principle of a building that is approximately 50% higher than the existing average building height. Specific sites would need to consider sensitivity to specific development types including their land use and design quality.



**Fig.368: Sensitivity plan**

© Crown copyright and database right 2021



## 4.2 Probability of change

Across the borough, some sites and locations are more likely to come forward for development or redevelopment than others.

The findings of the probability of change assessment are shown in [Fig. 369](#). The methodology for undertaking this assessment - including the definition of low, medium and high probability - is set out in [Appendix B](#).

A borough-wide assessment considers the likelihood of areas coming forward for development. Factors which give rise to a **higher probability of change** include:

- areas which are already designated for development (through an existing site allocation), including areas with likely forthcoming masterplans and major planning applications. These include:
  - Stag Brewery site in Mortlake Riverside;
  - Kneller Hall on the edge of Whitton;
  - Twickenham Stadium;
  - The Stoop;
  - Kew Retail Park.
- areas which have a high Public Transport Accessibility Level (PTAL) score, or are in proximity to a town centre or station, including:
  - parts of Teddington Town Centre;
  - parts of Twickenham Town Centre;
  - parts of Richmond Town Centre and Richmond and Richmond Hill Residential close to the train station.

This is not to suggest that all sites within this areas are acceptable for development; rather, that as a whole the likelihood of change is higher.

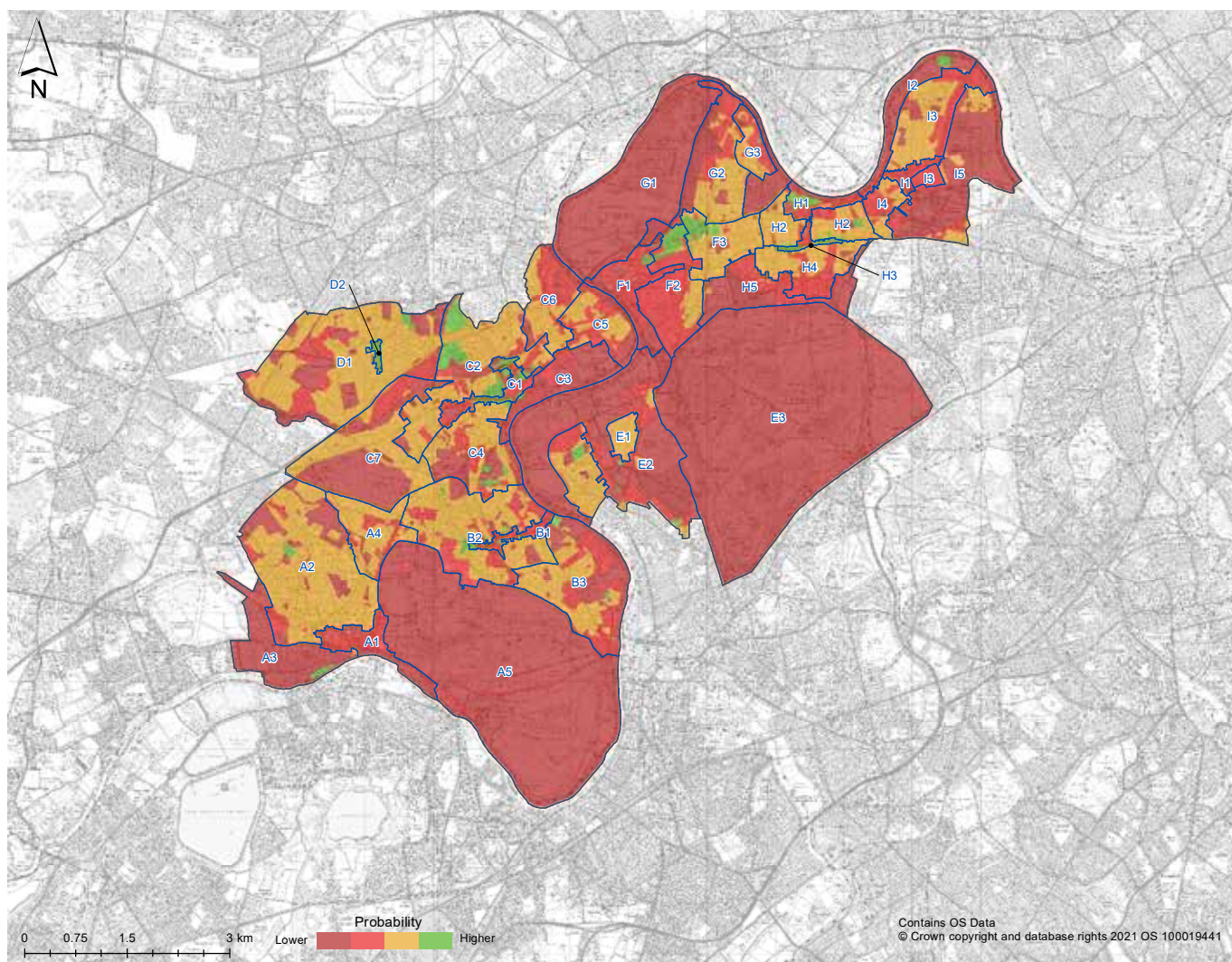
Factors which give rise to a **lower probability of change** include:

- areas of open space, such as:
  - Bushy Park and Hampton Court Park;
  - Crane Park and the River Crane corridor;
  - The River Thames corridor and associated open spaces on both sides including Marble Hill Park;
  - Ham Lands and Ham Common;
  - Richmond Park;
  - Old Deer Park and Royal Botanic Gardens, Kew;
  - Barnes Common and Barnes Wetland Centre;
  - golf courses and parks across the borough.

- areas with a very low PTAL score (0-1a), including:
  - the riverside of Hampton Wick Residential;
  - areas of Whitton and Heathfield;
  - areas within west Twickenham;
  - areas along Kew Riverside including Kew Retail Park.

Again, this is not to suggest that no change will occur in these areas; however, as a whole the likelihood of change is lower.

On a site-by-site basis, there will be a number of factors that influence probability of change, including: existing use; quality, fitness-for-purpose and vacancy; site size and configuration; and ownership.



**Fig. 369:** Probability of change plan

© Crown copyright and database right 2021



### 4.3 Development capacity

The development capacity of different parts of the borough to tall buildings has been assessed by combining the analysis of sensitivity and probability of change.

The matrix in [Table 1](#) illustrates how sensitivity and probability of change are combined to indicate development capacity. These are mapped in [Fig. 370](#).

		Probability			
		High	Medium	Low	Very low
Sensitivity	High	5	3	2	1
	Medium	6	4	3	1
	Low	7	5	3	2

**Table 1** Development capacity matrix

The dark red areas indicate the parts of the borough with the least capacity for change. These represent areas of very low probability of change, and a high or medium sensitivity to buildings 50% taller than prevailing height. These are generally the open spaces, Green Belt and Metropolitan Open Land, including:

- Bushy Park and Hampton Court Park;
- Crane Park and the River Crane corridor;
- The River Thames corridor and associated open spaces on both sides including Marble Hill Park;
- Ham Lands and Ham Common;
- Richmond Park;
- Old Deer Park and Royal Botanic Gardens, Kew;
- Barnes Common and Barnes Wetland Centre;
- golf courses and parks across the borough.
- areas of Green Belt including within Hampton Waterworks and Hampton Residential.

Red areas indicate a low capacity for change, representing areas with a high sensitivity and low probability, (or potentially also a low sensitivity and very low probability of change, although this combination is unlikely). These include residential areas in:

- the west of the borough within Whitton and Heathfield, Fulwell, and west Twickenham;

- within Hampton Wick, Ham and Petersham;
- within Richmond Hill and East Sheen;
- to the east and west of Kew Residential.

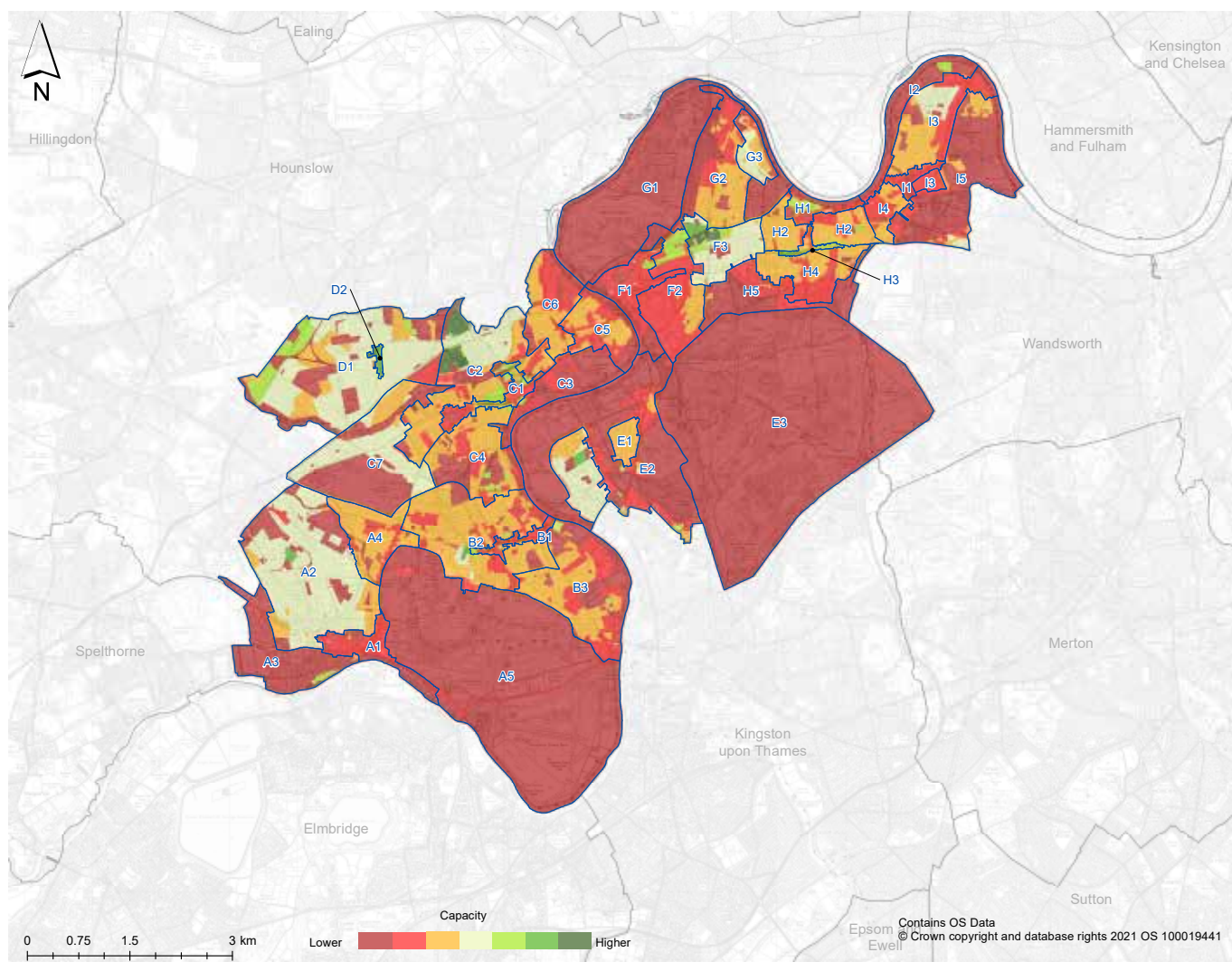
Orange areas have a medium sensitivity but low probability. Light green areas have either a lower sensitivity but still a low probability of change (e.g. development areas with a low PTAL score), or a high sensitivity but only a medium probability of change.

Mid green areas generally have a high probability of change or a lower sensitivity to change. Dark green areas are the most likely to have the greatest development capacity, with a high probability of change compared against a low sensitivity. These areas include:

- the area around Lower Richmond Road in North Sheen;
- areas in the north of Twickenham; and
- a small area to the east of Whitton Town Centre.

The following pages considers this analysis alongside areas of existing and consented tall buildings across the borough. This then identifies the overall strategy for tall and mid-rise buildings which in turn defines the broad areas of search across the borough (see [Fig. 373](#)).

The individual areas are identified in the Tall Building and Mid-Rise Building Opportunity Maps set out in Section 5. The tall building zones have been further assessed in [Appendix A](#), which includes presentation of a number of development scenarios designed to test the capacity for increased height.



**Fig. 370: Development capacity plan**

© Crown copyright and database right 2021



## 4.4 Existing building heights

The development capacity has been considered alongside existing building heights across the borough.

[Fig.371](#) below shows existing building heights in the borough.

The adjacent [Fig.372](#) shows just those buildings which are considered a ‘tall’ building within the context of the London Borough of Richmond upon Thames (see [Section 4.6](#)) i.e. 7 storeys, or 21m, or higher.

Note that the number of storeys shown is given as an estimate based on available building height data and is not a record of an actual storey count.

The plans illustrate the consistently low-rise character of the borough, with most buildings falling into the

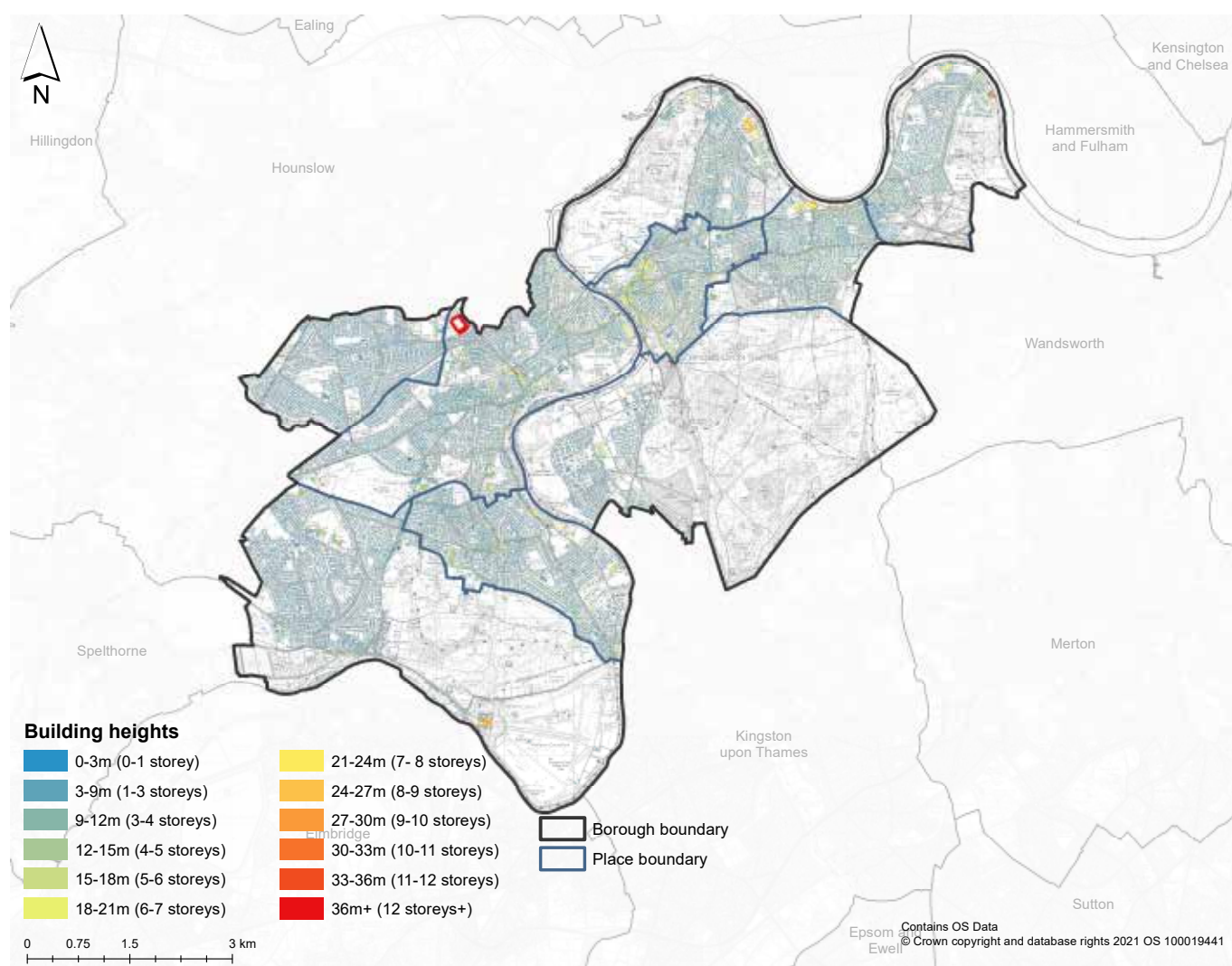
0-12m categories. There are few existing tall buildings, spread across different parts of the borough.

Some of the existing tall buildings are historic, such as:

- Hampton Court Palace;
- Kneller Hall;
- villas within Richmond Town Centre and Richmond Hill, and the Star and Garter;
- Mortlake Brewery;
- Harrods Depository in Barnes.

There are occasional tall buildings within estates, including:

- towers at Broom Park, in Hampton Wick;
- towers at the Edgar Road estate in Whitton;
- a tower at Lower Richmond Road, North Sheen;



**Fig.371:** Existing building heights across the borough

© Crown copyright and database right 2021

- towers and blocks at Warwick Drive, Upper Richmond Road.

Other tall buildings are associated with town centres, including:

- Teddington station area and at Teddington Studios on the riverside;
- Twickenham station area;
- development close to Richmond Station.

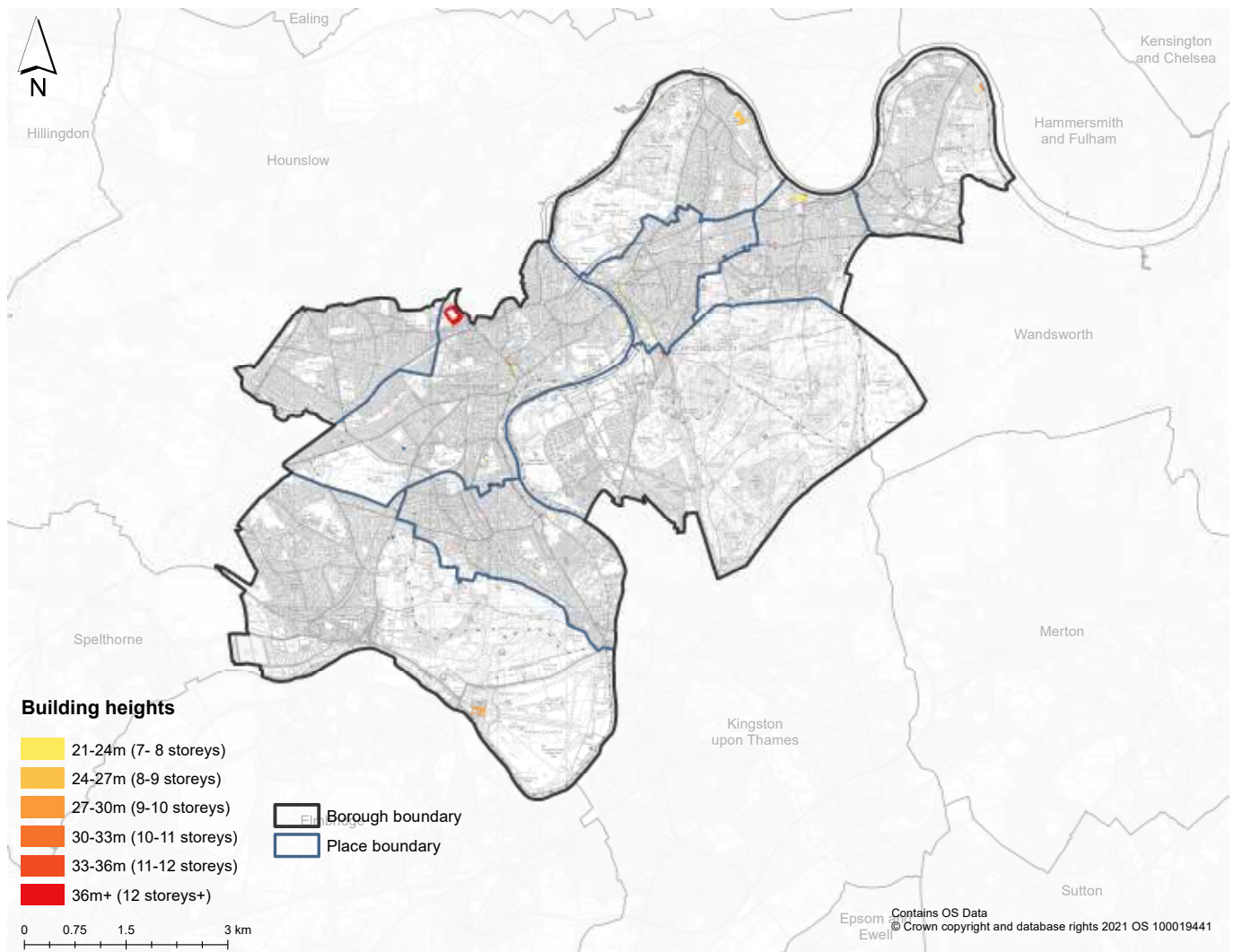
Outside of these areas, tall buildings are intermittent and not typical of the overall character of the areas. This includes individual large buildings such as Twickenham Stadium, St Mary's University in Strawberry Hill and the National Archives in Kew.

Note that the map does not necessarily capture tall buildings which are under construction or recently

completed at the time of writing. The plan also does not show where newly consented tall buildings are expected to be built in coming years.

### ***Consented tall buildings***

Only a few schemes for tall buildings have been granted consent in recent years. These include Teddington Studios; Lockcorp House, Twickenham; 1-9 Sandycombe Road, Richmond; and Kew Biothane Plant.



**Fig. 372:** Location of existing tall buildings across the borough

© Crown copyright and database right 2021



## 4.5 Overall development strategy map

The overall development strategy map for the borough considers the development capacity map alongside existing and consented tall buildings and the character area profiles, to illustrate the areas of potential opportunity for good growth in the borough.

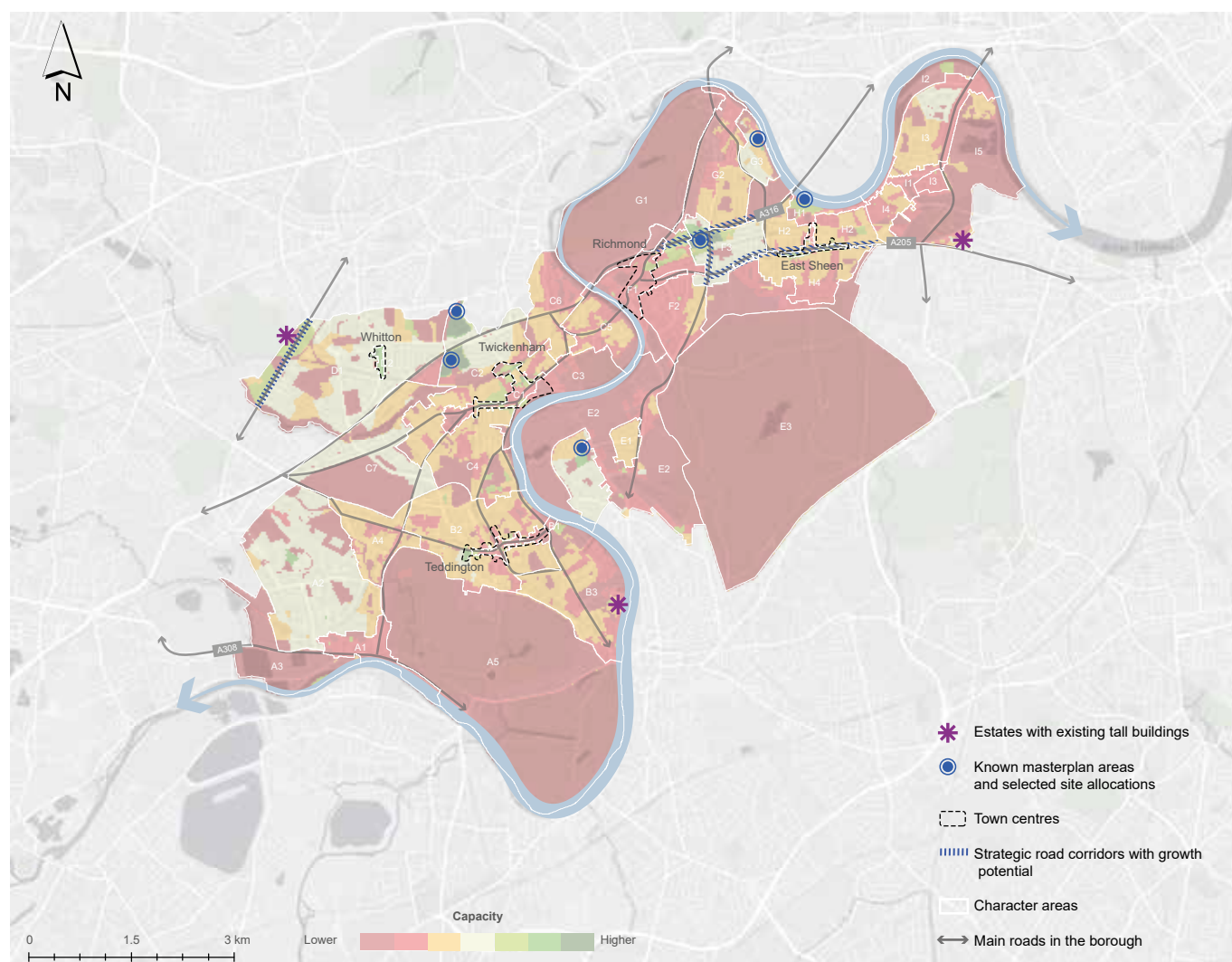
The strategy map at [Fig.373](#) identifies broad areas as having a medium or higher capacity for growth and in the context of other information on character (it does not consider the deliverability of development). These are considered in more detail in the following sections in relation to tall and mid-rise buildings and the locations of potential development and heights that may be appropriate within them.

Much of the borough is characterised by highly sensitive areas with a consistently low height

residential scale. Therefore these are scoped out of further consideration.

The strategy map for tall and mid-rise buildings focuses on:

- the five town centres (Teddington, Whitton, Twickenham, Richmond and East Sheen);
- areas with existing tall buildings, including on the riverside at Hampton Wick and in Barnes on the boundary with LB Wandsworth;
- known areas with emerging masterplans or redevelopment opportunities such as North Sheen, the Stag Brewery site and Kew Retail Park;
- site allocations where relevant including Twickenham Stadium, The Stoop and in Ham;
- areas along strategic routes where there could be potential for increases in height through mid-rise buildings (Hanworth Road), where the existing character is less consistent.



**Fig.373:** Overall development strategy for mid-rise and tall building development across the borough

© Crown copyright and database right 2021

**Tall and mid-rise buildings**



## 4.6 Tall and mid-rise buildings

This section defines and sets out the tall and mid-rise building zones for the London Borough of Richmond upon Thames. The tall buildings zones are presented in a single overview map, with more detailed maps of each zone mapped within their Place context.

### 4.6.1 Definitions

#### Tall building definition for the borough

Part A of Policy D9 of the London Plan, 2021 states:

*“Based on local context, Development Plans should define what is considered a tall building for specific localities, the height of which will vary between and within different parts of London but should not be less than 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey.”*

In line with the London Plan, the borough of Richmond upon Thames has developed a local definition of a tall building for the borough. A tall building is defined as:

**“Buildings which are 7 storeys or over, or 21m or more from street level to the top of the building, whichever is lower”.**

This definition will apply in areas where the Council consider tall buildings as potentially an appropriate form of development.

Where this definition is applied to a building as part of a planning application, consideration should be given to this urban design study and criteria accompanying the tall building zones plans, as well as site-specific constraints and the building’s design quality.

#### Mid-rise building definition for the borough

Separate from the London Plan definition of tall, there may be ‘taller’ buildings in the borough which, whilst not defined as ‘tall’ in line with the London Plan, are substantially taller than their surroundings. Such buildings have the potential to result in significant impacts to the skyline or townscape character. The borough of Richmond refers to such buildings as ‘mid-rise’ buildings. Mid-rise buildings are defined as:

**“Buildings of 5-6 storeys or 15-18m from street level to the top of the building, whichever is lower.”**

This definition is based on the prevailing building heights in the borough, determined through the site survey. The majority of buildings in Richmond borough

contain 2-3 storey buildings. In such cases, a new development of 5-7 storeys would be substantially taller than its surroundings, although would not be classified as a ‘tall building’. Mid-rise buildings zones are not required for the London Plan. However, this study has defined these in the same way as the tall building zones, in order to direct appropriate growth in the right locations in the borough.

#### Tall buildings zones

Part B of Policy D9 of the London Plan, 2021 states:

*“1) Boroughs should determine if there are locations where tall buildings may be an appropriate form of development, subject to meeting the other requirements of the Plan...”*

*2) Any such locations and appropriate tall building heights should be identified on maps in Development Plans.*

*3) Tall buildings should only be developed in locations that are identified as suitable in Development Plans.”*

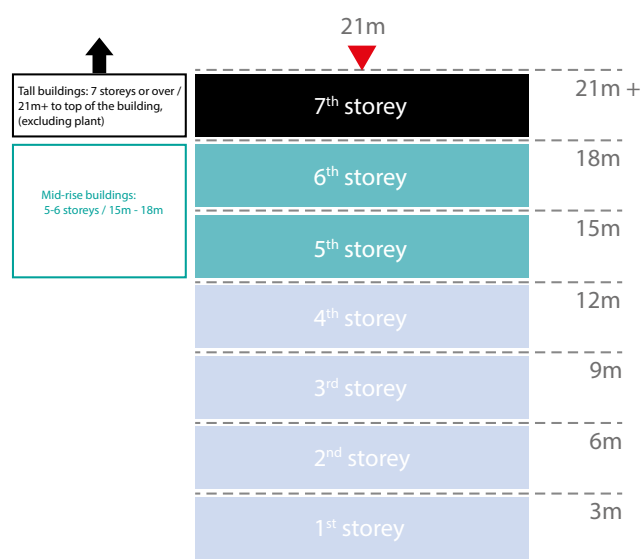


Fig.374: Definition of a tall and mid-rise building for Richmond

#### 4.6.2 Borough-wide findings for tall buildings

[Fig. 375](#) is a map of zones with potential to accommodate tall buildings, in line with the London Plan.

Overall, there are a few contained areas within which Richmond borough has capacity for tall buildings. These are within town centres, and/or within previously developed sites where existing development has a negative impact on the character of the area.

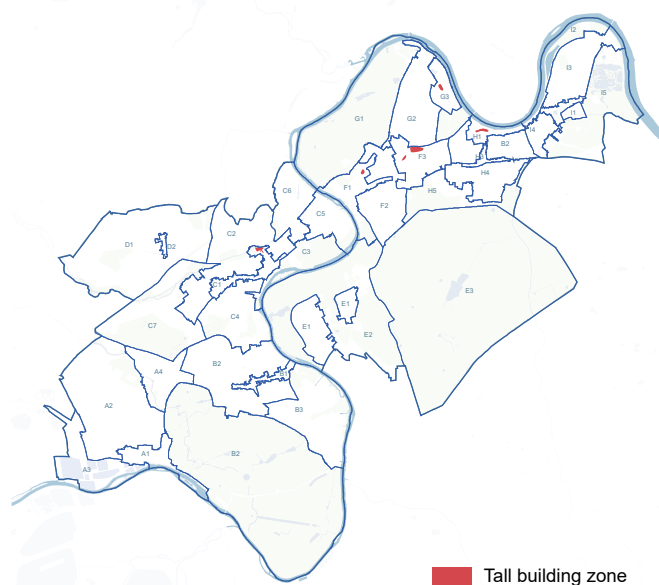
In all cases, the acceptability of individual plots will depend on specific characteristics of the site. The tall building guidance provided in [Section 5](#) is intended to help steer selection of appropriate sites and development of suitable building proposals, including in the context of consideration of the cumulative impact of tall buildings.

An area being designated as a tall building zone does not mean it has capacity to receive tall buildings within the appropriate range across the whole extent. Every new development will need to consider the specific context of the plot, existing buildings surrounding the plot and any other development proposals in the area including those going through planning, consented schemes and buildings under construction.

Evidence and information to support the conclusions is contained in [Appendix A](#). The tall building zones have been defined through an analysis of whether they would impact the townscape, local views and nearby heritage assets positively, negatively or neutrally. This assessment has been undertaken using three core types of information depending on the specific zone:

- analysis of existing tall buildings;
- analysis of consented tall buildings or area masterplans; or
- analysis of scenarios prepared specifically for this study.

In some cases areas were reviewed and considered for tall buildings but were found not to have capacity. Sometimes these have resulted in a mid-rise building zone (e.g. around the north of Twickenham close to The Stoop) and in other cases no mid-rise or tall building zone has been identified as being appropriate (e.g. Fulwell bus depot).



**Fig. 375:** Tall buildings zones overview map

© Crown copyright and database right 2021

#### General tall building zone criteria

There are a number of criteria that apply generally to all of the tall building zones. Tall buildings shall:

- be carefully located and designed to step down to surrounding existing and proposed buildings (including within mid-rise building zones);
- respond positively and protect the setting of existing buildings in the surrounding area, including heritage assets such as conservation areas, listed buildings and locally listed buildings;
- respect the scale, width and proportion of adjacent streets and watercourses, and local character, as outlined in the character area profiles in [Section 3](#), including potential effects on key characteristics, valued features and sensitivities;
- respond to the character area and tall building design guidance provided in [Section 5](#);
- deliver a varied and interesting roofline in response to surrounding architectural styles, avoiding long monotonous blocks of development;
- development within town centres should include active uses and frontages at ground level;
- incorporate an appropriate range of building heights and open spaces.



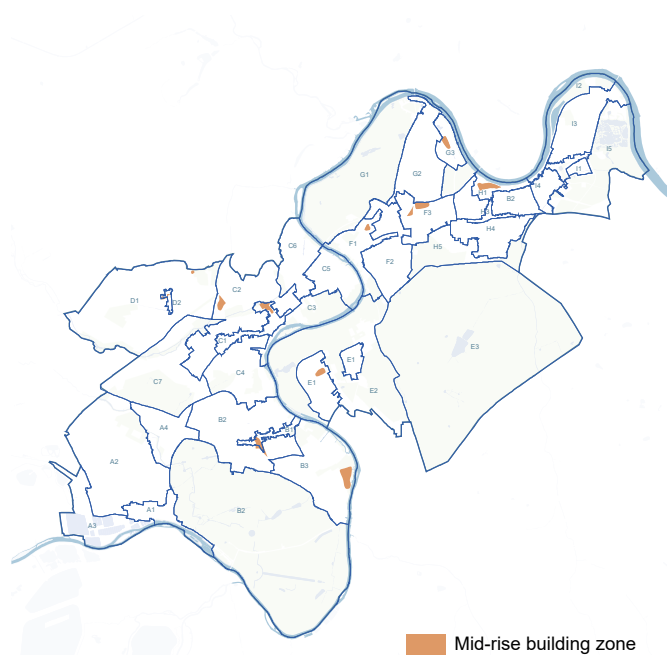
### 4.6.3 Borough-wide findings for mid-rise buildings

[Fig. 376](#) is a map of zones with potential to accommodate mid-rise buildings.

Overall, Richmond borough has some capacity for mid-rise buildings across the borough. Opportunities for mid-rise buildings are generally:

1. **transition areas** to tall building zones: The majority of tall building zones have mid-rise building transition zones around them to provide appropriate stepping and integration to surrounding small scale built form;
2. within **town centres**: There are opportunities for mid-rise buildings within the town centres of Whitton, Teddington, Twickenham, Richmond and East Sheen;
3. within or adjacent to **existing estates**: This includes opportunities within Edgar Road in Whitton, Broom Park in Hampton Wick and Ham Close in Ham.
4. close to strategic roads: including at the Stoop on A316 Chertsey Road, and in North Sheen on Lower Richmond Road.

In all cases, the acceptability of individual plots will depend on specific characteristics of the site. The tall building guidance provided in [Section 5](#) is intended to help steer selection of appropriate sites and development of suitable building proposals.



**Fig. 376:** Mid-rise buildings zones overview map

© Crown copyright and database right 2021

### General mid-rise building zone criteria

There are a number of criteria that apply generally to all of the mid-rise building zones. Mid-rise buildings shall:

- be carefully located and designed to step down to surrounding existing and proposed buildings;
- respond positively and protect the setting of existing buildings in the surrounding area, including heritage assets such as conservation areas, listed buildings and locally listed buildings;
- respect the scale, width and proportion of adjacent streets and watercourses, and local character, as outlined in the character area profiles in [Section 3](#), including potential effects on key characteristics, valued features and sensitivities;
- respond to the character area design guidance provided in [Section 5](#);
- deliver a varied and interesting roofline in response to surrounding architectural styles, avoiding long monotonous blocks of development;
- Development within town centres should include active uses and frontages at ground level;
- incorporate an appropriate range of building heights and open spaces.

The criteria is based on the site observations of the team undertaking the study and are not intended to be exhaustive or detailed. All development proposals should make reference to the full suite of planning policy documentation available on the Council's website in addition to London Plan and national policy, a summary of which is provided in [Appendix C](#). All development proposals will need to show further detailed analysis at a specific site scale and should have sensitive consideration of the building's massing, form, style and materials.

#### 4.6.4 Tall and mid-rise buildings zones

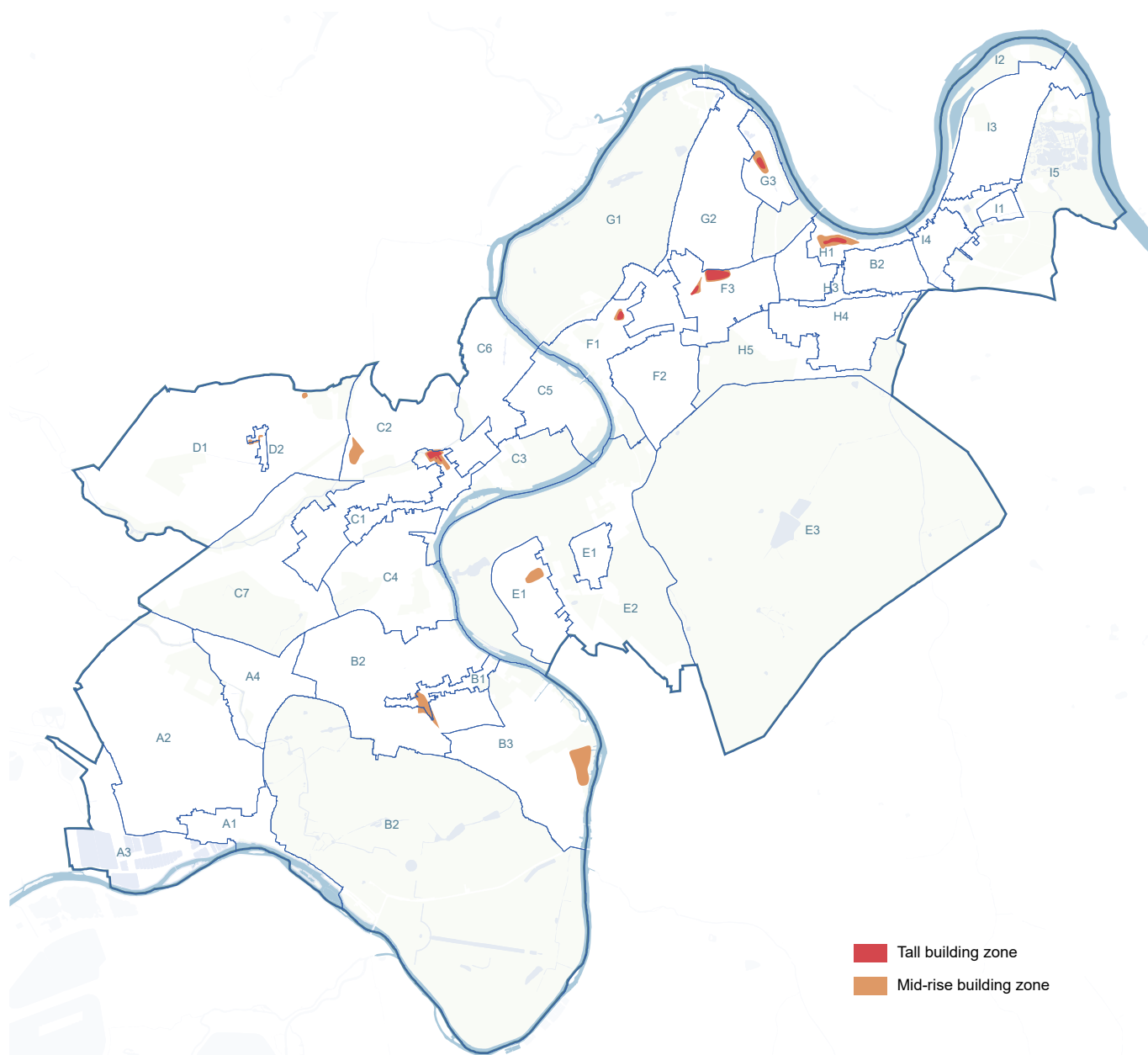
An overview of the tall and mid-rise building zones together is provided in [Fig.377](#) below.

The following pages provide the appropriate heights and a description of the tall building zones and mid-rise building zones within each Place. This section should be read alongside the character area profiles provided in [Section 3](#).

The descriptions are based on the site observations of the team undertaking the study and are not intended to be exhaustive or detailed. All development proposals should make reference to the full suite of planning

policy documentation available on the Council's website in addition to London Plan and national policy, a summary of which is provided in [Appendix C](#). All development proposals will need to show further detailed analysis at a specific site scale and should have sensitive consideration of the building's massing, form, style and materials.

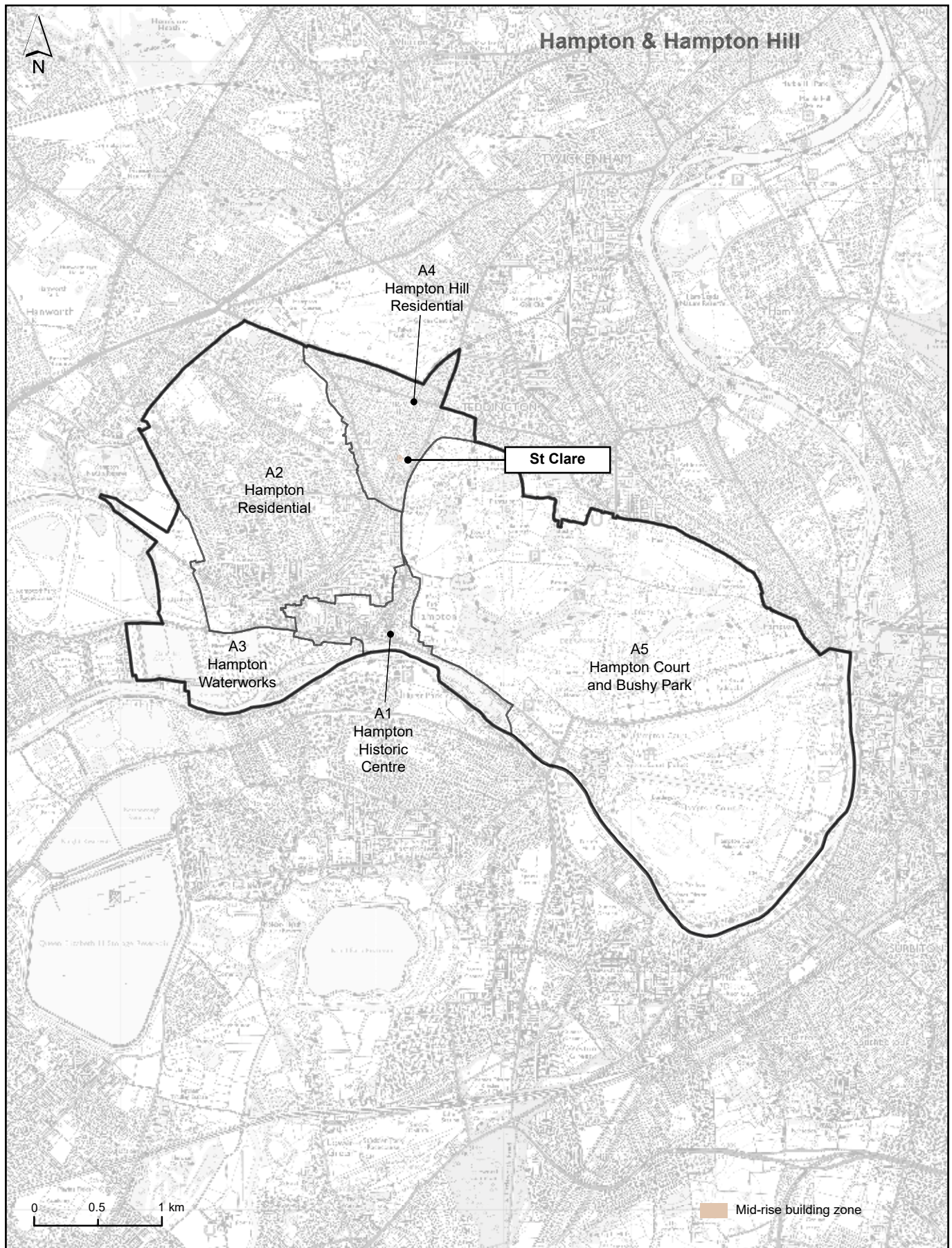
Supporting evidence which underpins each tall building zone is provided in [Appendix A](#).



**Fig.377:** Tall and mid-rise buildings zones overview map

© Crown copyright and database right 2021





**Fig.378:** Teddington & Hampton Wick Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## A Hampton & Hampton Hill

### *St Clare: Mid-rise building zone*



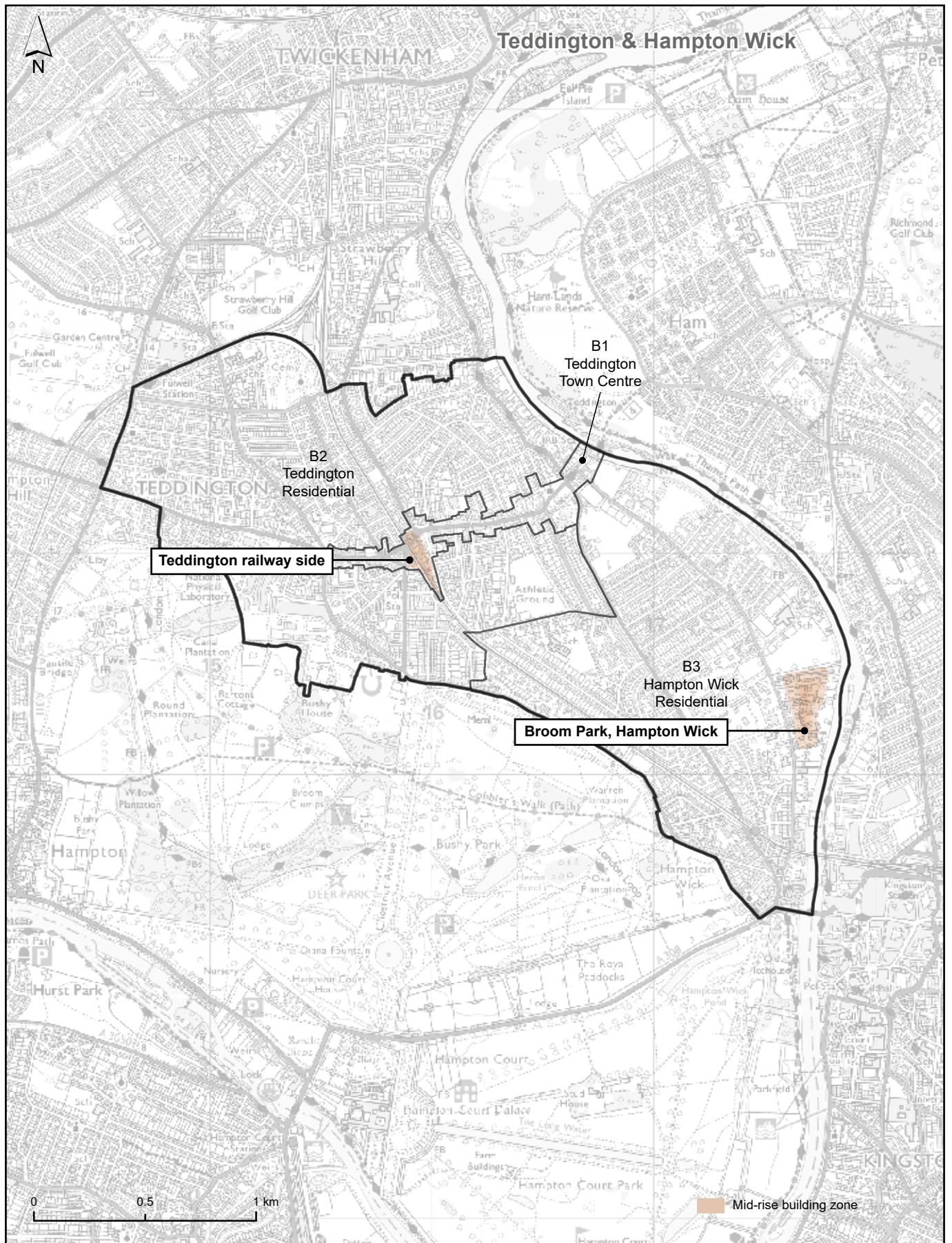
**Existing prevailing height: 3 storeys**

**Appropriate height: 5 storeys (15m)**

The St Clare site adjoins the Hampton Hill High Street Conservation Area to the east, and is close to the Old Library Building of Townscape Merit.

There are proposals for a comprehensive approach to redevelopment including employment space. There is potential on a limited part of the site for up to 5 storeys, indicated by the small zone located adjacent to the railway. This is subject to the appropriate design of a scheme, with buildings on the periphery of lower height, sensitive to the impact on the character and appearance of the conservation area, and the nearby Building of Townscape Merit.





**Fig. 379:** Teddington & Hampton Wick Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## B Teddington & Hampton Wick

### *Teddington railway side: Mid-rise building zone*

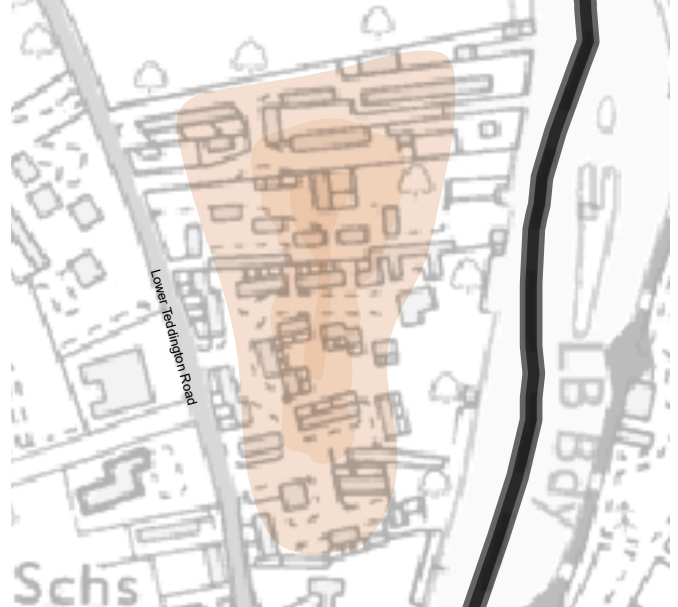


**Existing prevailing height: 3 storeys**

**Appropriate height: 5-6 storeys (15-18m)**

The zone occupies the area along the railway line north of Teddington Station, and across the junction of Station Road/High Street. It includes the recent 6 storey development at Informer House on the corner.

### *Broom Park, Hampton Wick: Mid-rise building zone*



**Existing prevailing height: 3 storeys**

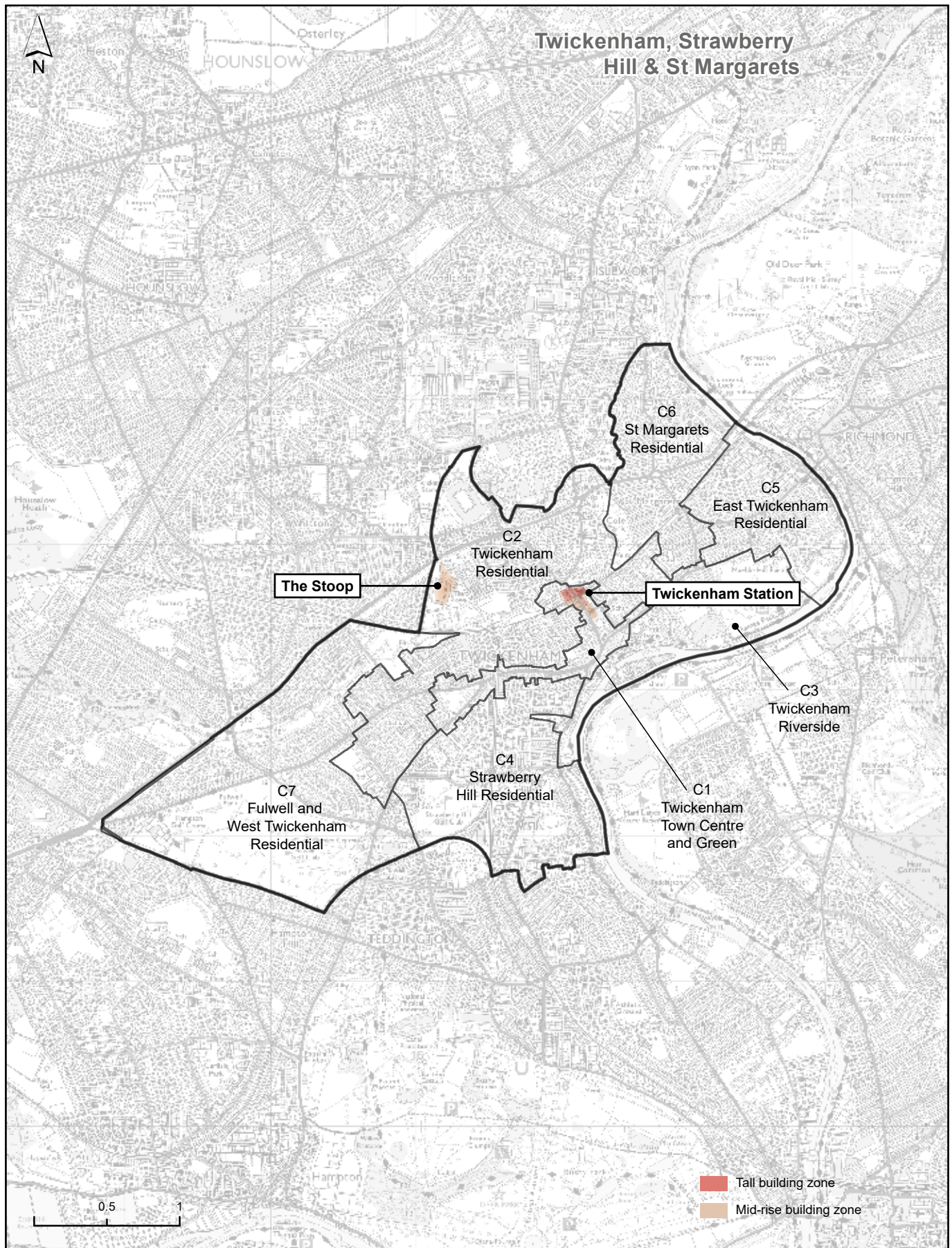
**Appropriate height: 5-6 storeys (15-18m)**

This area includes existing taller buildings including an 11 storey residential tower, which significantly detracts from the character of the area. Other 8-9 storey buildings within the zone are also out of scale with their surroundings.

Although opportunities for further development within the area is limited, there is opportunity to improve the character of the area through potential re-development of existing built areas or car parks. Parts of the zone may be able to accommodate buildings up to 5-6 storeys, set back from the riverside, and respecting the setting of the adjacent conservation area and openness of the Metropolitan Open Land to the north.

Open spaces around the buildings are an important part of the fabric of this area and there should be no development over them.





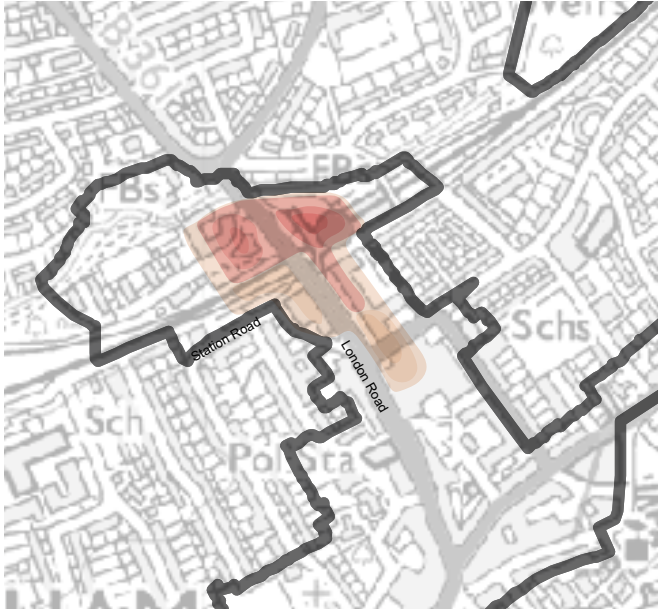
**Fig.380:** Twickenham, Strawberry Hill & St Margarets Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021



## C Twickenham, Strawberry Hill & St Margarets

### Twickenham Station: Tall building zone



**Existing prevailing height: 3 storeys**

**Appropriate height: 7-10 storeys (21-30m)**

The zone occupies the area around the station and north of the railway line, including the recently constructed development at the station. It assumes appropriate offsets from surrounding locally listed buildings, and 2-3 storey buildings on Station Road, London Road and to the north of the character area. The surrounding context of relatively low prevailing building heights, Metropolitan Open Land and proximity to residential areas, limits the capacity of the area to accommodate tall buildings. Particular sensitivities include the locally listed Cabbage Patch pub on London Road, locally listed railway cottages and grade II listed Heatham House on Whitton Road.

The tallest elements of any development should be set well within the zone respecting the scale of the surrounding streets and buildings. Taller heights are best accommodated by using the change in gradient down the hill to the south.

### Mid-rise building zone

**Existing prevailing height: 3 storeys**

**Appropriate height: 5-6 storeys (15-18m)**

The mid-rise zone provides an area of transition

between the tall building zone and the more modest buildings on London Road further south including the locally listed police station, and to the west, including the 3-story, locally listed Albany pub. The mid-rise zone encompasses Waitrose/Premier House and part of Station Yard.

### The Stoop: Mid-rise building zone



**Existing prevailing height: 3 storeys**

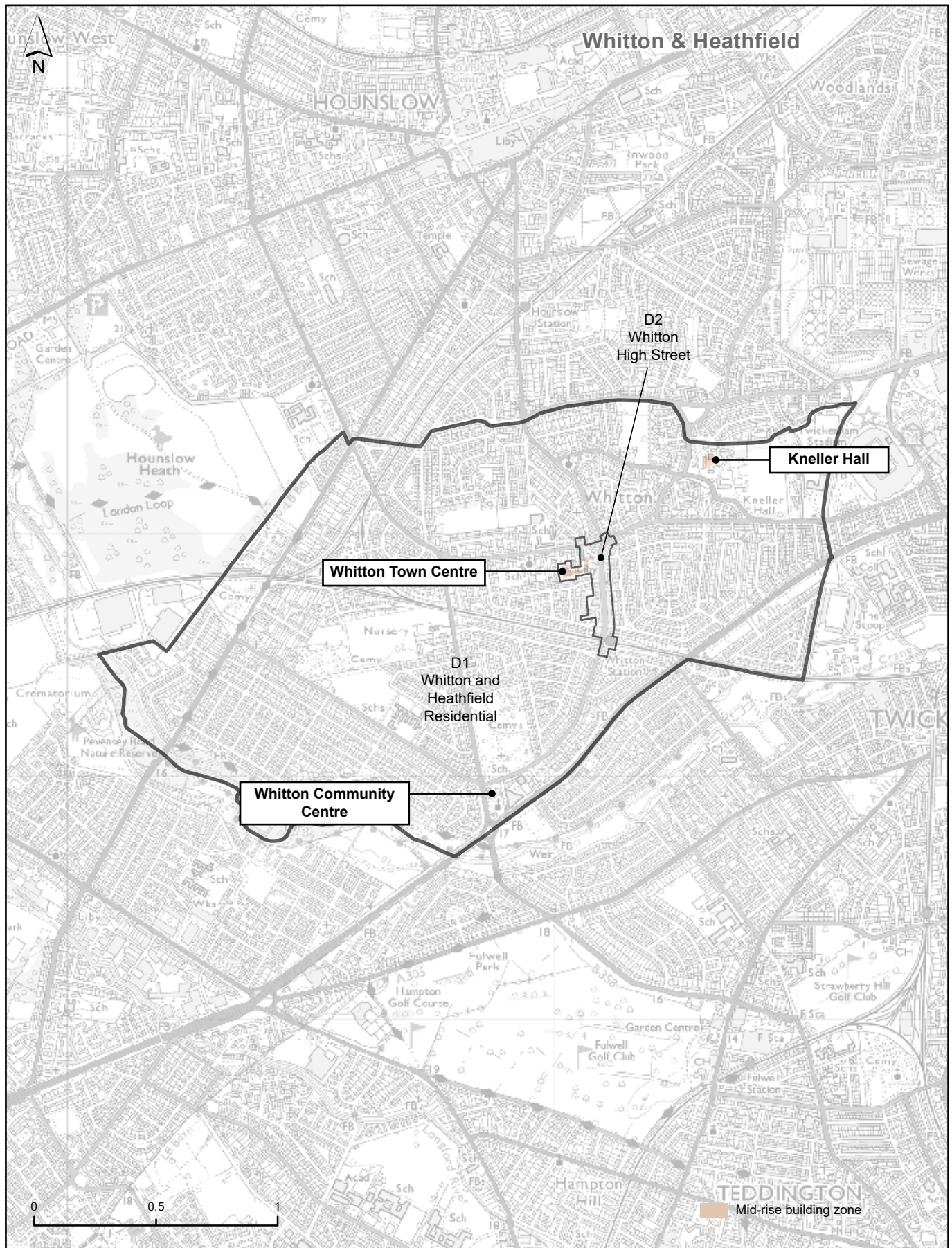
**Appropriate height: 5-6 storeys (15-18m)**

This zone occupies the site of the Stoop. To the east of the existing stadium is designated Other Open Land of Townscape Importance (OOLTI) - any development must provide high quality open space of the same quantum if any of the existing open space is removed.

The zone incorporates an offset from the Duke of Northumberland's River to the west. Any development should be sensitively designed to respect the small scale of the river corridor and the scale and setting of Rosecroft Gardens Conservation Area beyond, stepping down in height and avoiding a 'wall' of development alongside the river.

Any development should step down towards the surrounding Metropolitan Open Land (MOL), ensuring that the scale of development does not adversely affect the openness of the MOL.





**Fig.381: Whitton & Heathfield Tall and Mid-rise Buildings Zone map**

© Crown copyright and database right 2021

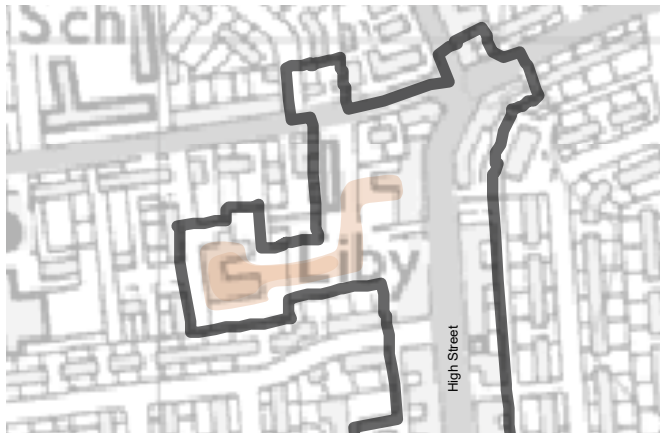
## D Whitton and Heathfield

### *Whitton Town Centre: Mid-rise building zone*

**Existing prevailing height: 3 storeys**

**Appropriate height: 5-6 storeys (15-18m)**

This zone is set back from the high street, which is characterised by 3-4 storeys. It is also set back to respect the adjacent buildings of townscape merit, including the landmark Admiral Nelson pub.

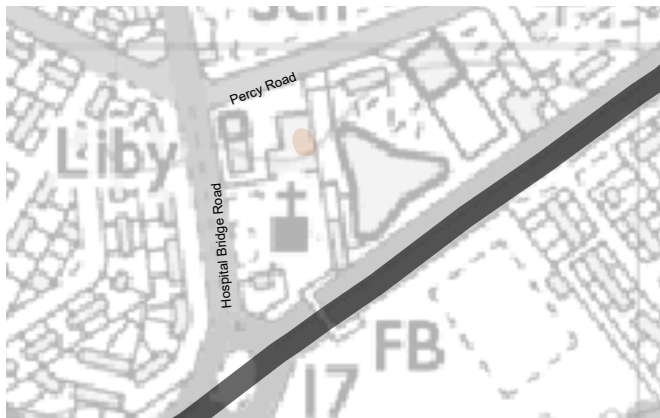


### *Whitton Community Centre: Mid-rise building zone*

**Existing prevailing height: 3 storeys**

**Appropriate height: 5 storeys (15m)**

This zone occupies a small area where there is potential for up to 5 storeys. Any proposed development should provide appropriate offset from sensitive elevations, limit massing at upper floors, and respond sensitively to the surrounding character, openness and views out of nearby Metropolitan Open Land. The setting of the adjacent St Augustin's Church Building of Townscape Merit and cemetery to the north should be respected.



### *Kneller Hall: Mid-rise building zone*

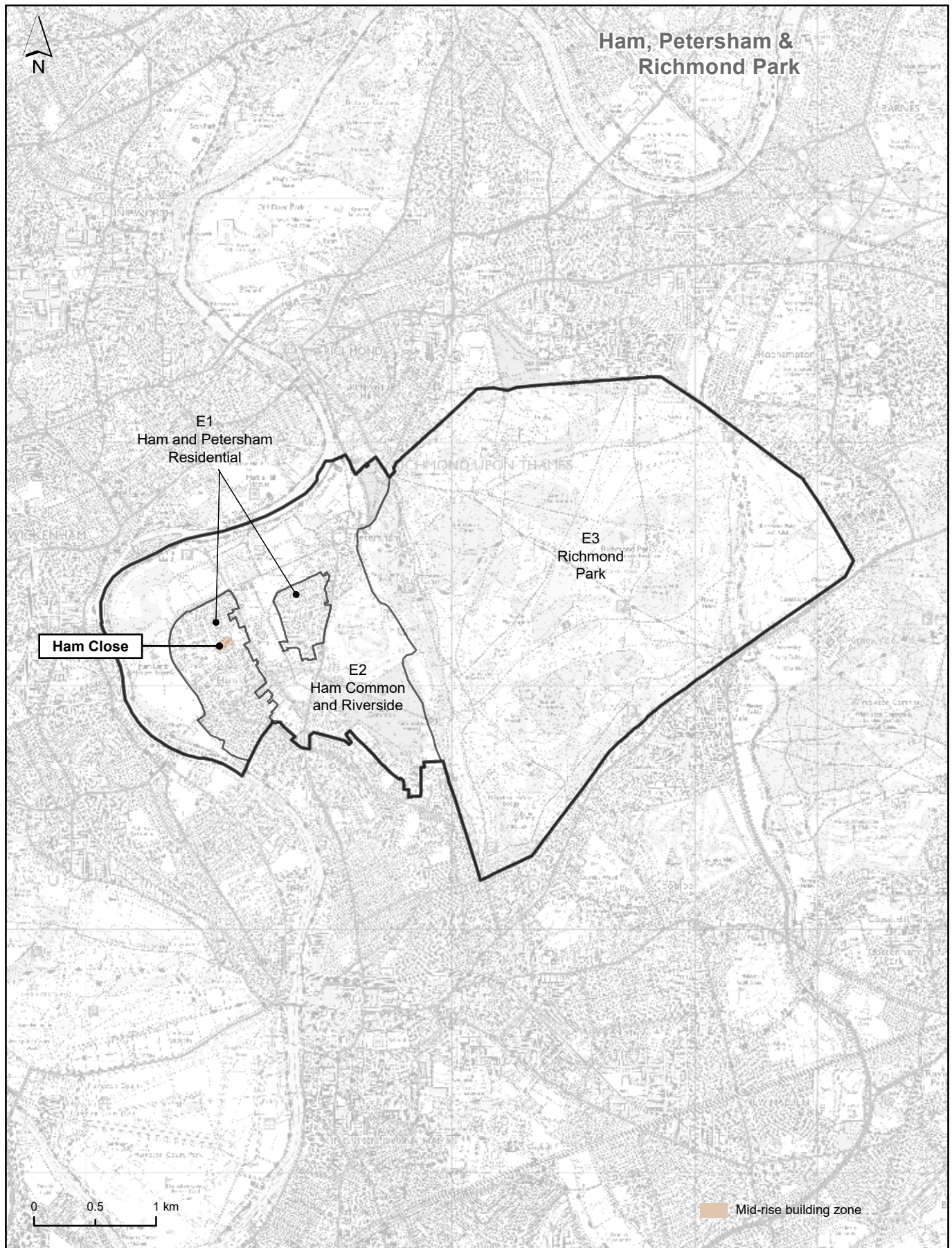
**Existing prevailing height: 3 storeys**

**Appropriate height: 5 storeys (15m)**

A Kneller Hall Masterplan Supplementary Planning Document (SPD) has been prepared to guide future development. The zone occupies a small central area in the site, identified in the SPD as having opportunity for building heights of 4-5 storeys, tapered down to 2-3 storeys on the boundaries. Any proposed buildings should respect the existing grade II listed building (Kneller Hall), ensuring they are sensitive to the significance of the historic building and respond positively to its setting, as well as other site constraints.





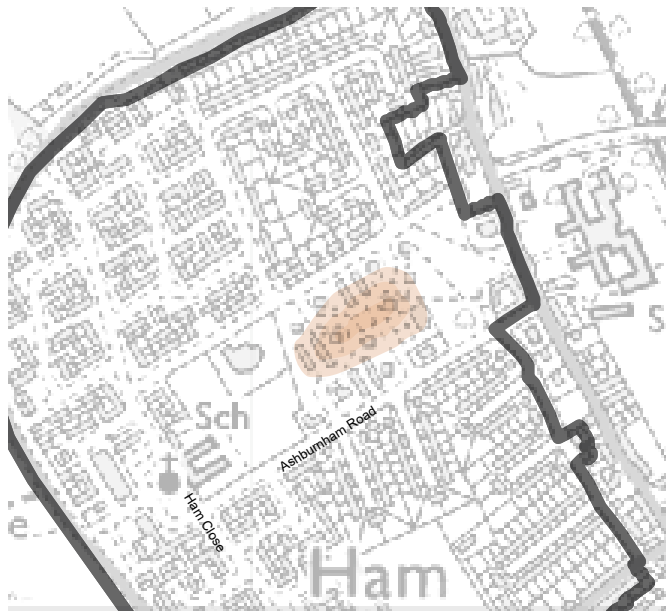


**Fig.382:** Ham, Petersham & Richmond Park Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## E Ham, Petersham & Richmond Park

### *Ham Close: Mid-rise building zone*

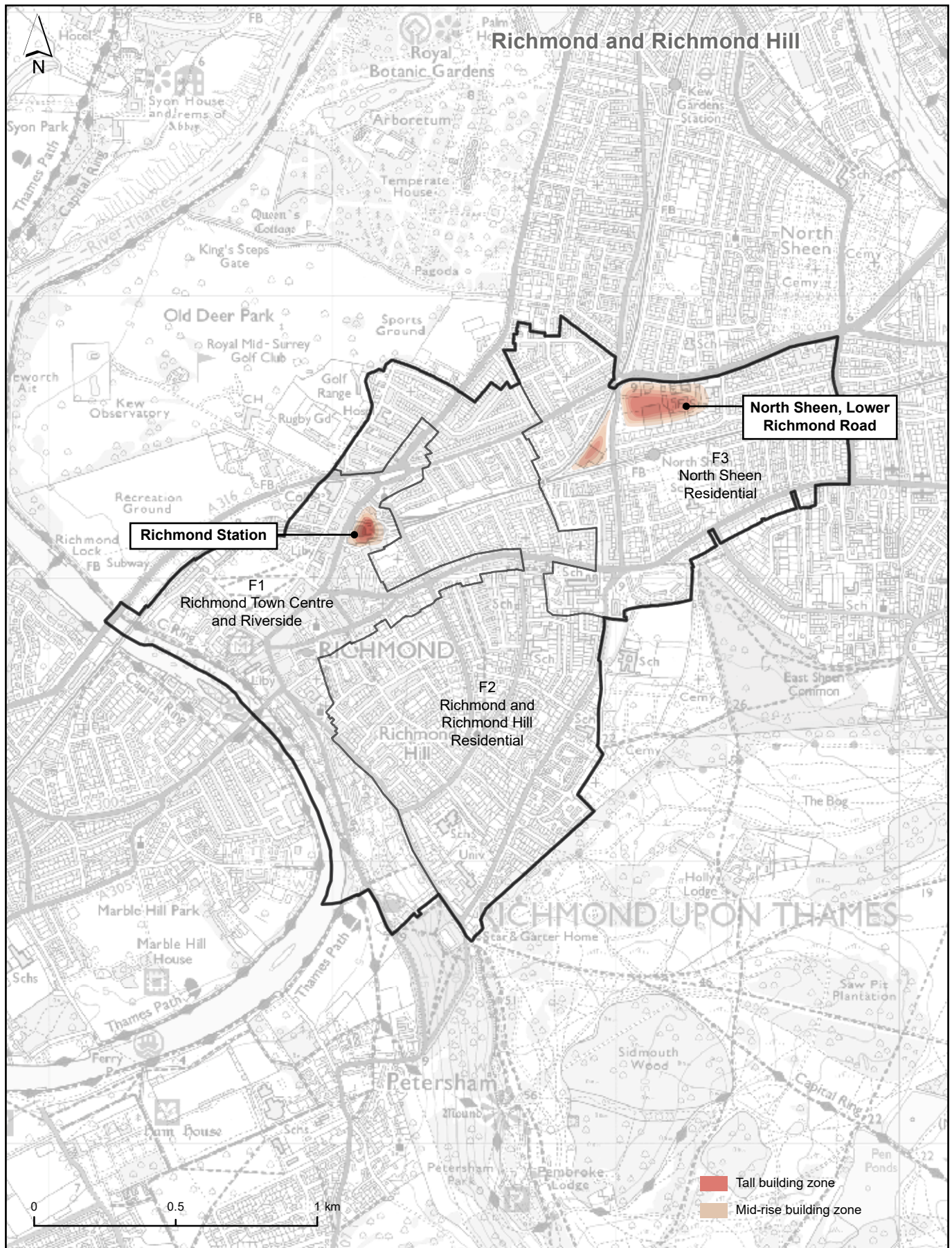


**Existing prevailing height: 3 storeys**

**Appropriate height: 5-6 storeys (15-18m)**

This zone contains existing residential blocks of up to 5 storeys which sit well within the extensive landscape setting. Any new development should respond appropriately to the surrounding landscape and scale. There is a comprehensive regeneration project being planned for this site.





**Fig.383:** Richmond & Richmond Hill Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## F Richmond and Richmond Hill

### *Richmond Station: Tall building zone*



**Existing prevailing height: 3 storeys**

**Appropriate height: 7-8 storeys (21-24m)**

This zone occupies a small area next to Richmond Station. The location represents an opportunity for a landmark building that is well-designed and sensitive to the many constraints which limit the ability of this area to accommodate tall buildings including heritage, views and overshadowing. There are opportunities for some height within parts of the zone, but development is heavily constrained by the scale of the surrounding buildings, the modest scale of The Quadrant, the proximity of the residential area to the south, and a number of high value heritage assets including:

- the station building itself, a building of townscape merit - it is assumed this building would remain;
- Central Richmond Conservation Area, within the zone;
- O'Neill's pub with its landmark turret, a building of townscape merit;
- road bridge on Church Road (building of townscape merit);
- grade II listed Church of St John the Divine.

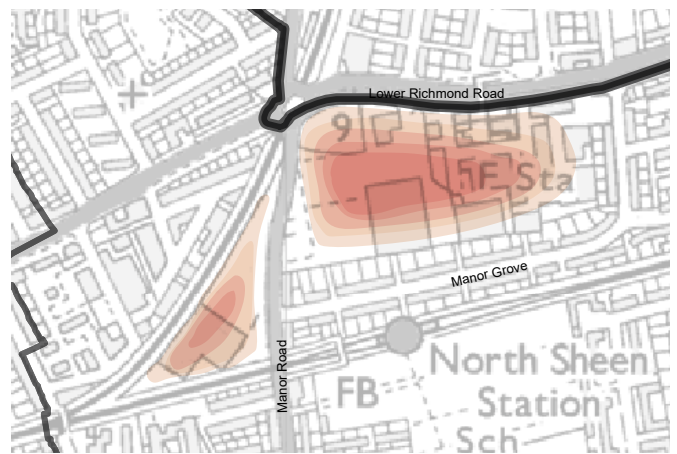
There is an opportunity within the zone to take advantage of the level difference and change in ground plane where roads rise over the railway line. Any development should step down in height to the surrounding smaller scale residential buildings and buildings of townscape merit.

### *Richmond Station: Mid-rise Building zone*

**Appropriate height: 5-6 storeys (15-18m)**

The mid-rise zone provides an area of transition between the tall building zone and the more modest buildings on The Quadrant and nearby heritage assets. The zone is set back from the Quadrant which is a relatively small scale road with 4-storey building line. Any new development should step down in scale to existing smaller scale residential buildings and buildings of townscape merit.

### *North Sheen, Lower Richmond Road: Tall and Mid-rise building zones*



**Existing prevailing height: 3 storeys**

**Appropriate height: 7-8 storeys (21-24m)**

The zone includes the site of the existing Sainsbury's supermarket and car park, to the south of Lower Richmond Road. The western part of the zone occupies the Homebase site, which recently received consent for buildings up to 11 storeys<sup>1</sup>. If the site should come forward again in future, the recommendations from this study are that appropriate heights for the zone are up to 8 storeys to respect the small scale of the surrounding area. There are opportunities for some height within parts of the zone, although any development should assess any potential impacts on views and amenity with respect to the 2 storey, locally listed residential terraces on Manor Grove to the south. The zone is set back from Lower Richmond Road.

**Mid-rise zone: Appropriate height: 5-6 storeys (15-18m)**

The mid-rise zone provides a transition to the smaller scale of the surrounding character area.

<sup>1</sup> the Mayor has granted permission subject to the final conclusion of a Section 106 legal agreement and final decision notice.



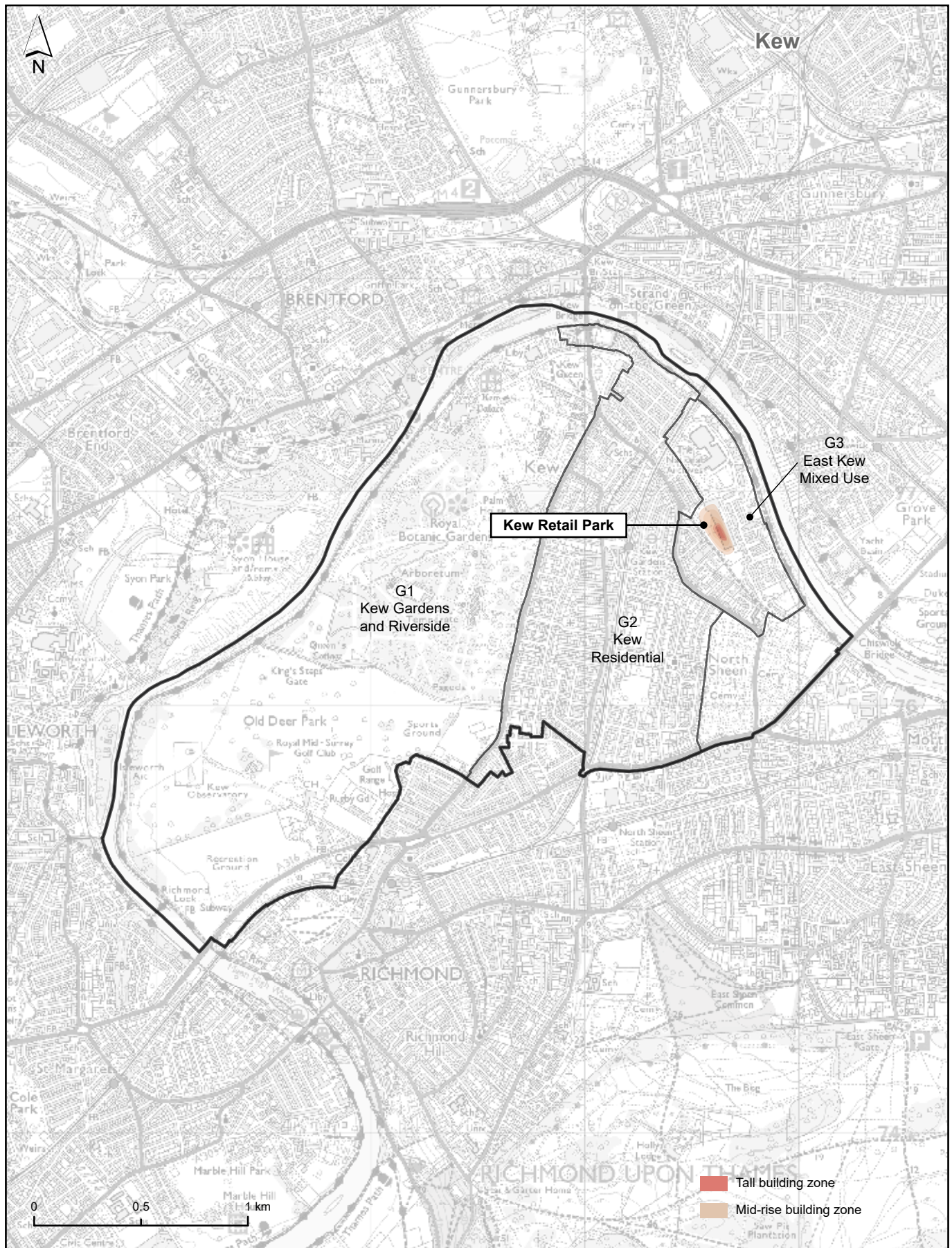


Fig.384: Kew Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## G Kew

### *Kew Retail Park: Tall building zone*



**Existing prevailing height: 4 storeys (equivalent)**

**Appropriate height: 7 storeys (21m)**

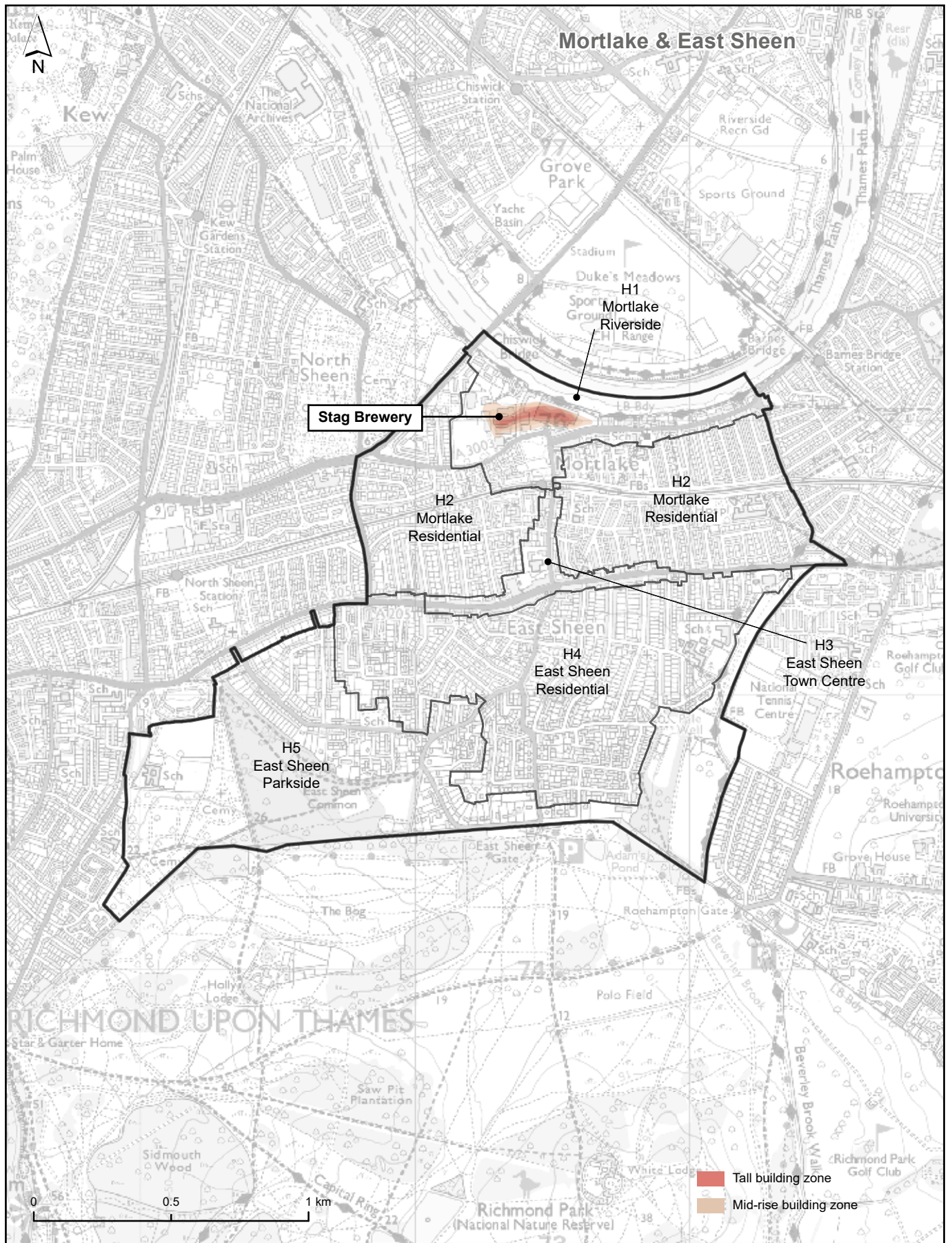
The depth of the Kew Retail Park site offers potential for buildings up to 7 storeys within part of the tall building zone in the centre of the site. Views from the Thames Path and across the river in LB Hounslow will need to be assessed as part of any tall building proposal. The sensitivity and setting of Ruskin Avenue & Defoe Avenue Conservation Area (to the north of Bessant Drive) should be considered in the height and design of any development proposals.

### *Mid-rise Building zone*

**Appropriate height: 5-6 storeys (15-18m)**

The mid-rise zone provides an area of transition between the tall building zone and the more modest buildings in the surrounding area.



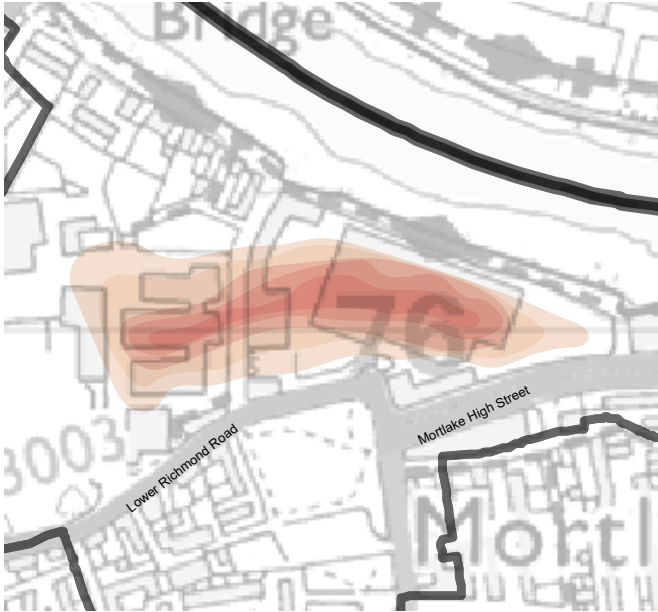


**Fig. 385:** Mortlake & East Sheen Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

## H Mortlake & East Sheen

### *Stag Brewery: Tall building zone*



**Existing prevailing height: 3 storeys**

**Appropriate height: 7 storeys (21m)**

The zone occupies the area around the former Stag Brewery to the west of the station, set back from the locally listed 8 storey Granary building on the riverside. The sensitivities of the surrounding context limit the ability of the zone to accommodate tall buildings, including:

- the landmark Granary building;
- adjacent Mortlake Conservation Area and listed buildings and buildings of townscape merit along Thames Bank;
- adjacent Mortlake Green Conservation Area and buildings of townscape merit;
- Mortlake Brewery Ground open space; and
- the River Thames including Thames Path.

There may be opportunities for buildings up to 7 storeys within parts of the zone. The zone is set back from the locally listed buildings on Lower Richmond Road and from Mortlake Brewery Ground open space. Any development should step down to the riverside, avoiding a 'wall' of development.

### *Mid-rise Building zone*

**Appropriate height: 5-6 storeys (15-18m)**









## Section 5

### Design guidance



## Section 5

### Design guidance

#### 5.1 Introduction

This section sets out some high level design guidance for the borough. This section should be read in conjunction with the character area profiles in [Section 3](#) and other relevant national, regional and local guidance.

The structure of this section is as follows:

[Section 5.2](#) provides some general design guidance for tall buildings;

[Section 5.3](#) provides some general design guidance for small sites; and

[Section 5.4](#) provides some high level guidance for the riverside.

#### *Character area design guidance*

[Section 5.5](#) provides a continuation to the character area profiles in Section 3. It includes an overall strategy for the area in relation to whether, as a whole, the character of the area should be conserved, restored, improved or transformed.

It also provides design guidance for new development or planning and management, taking into account the area's character, valued and negative qualities and overall strategy. The design guidance aims to provide specific notes relevant to the character area rather than repeating general guidance on elements such as sustainable, architecture, open space, SuDS and urban planning provided in published documents.

#### *Published design guidance*

Links to some relevant national, London-wide and local policy and guidance documents are provided below.

#### **The London Plan, 2021**

<https://www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan/london-plan-2021>

#### **London View Management Framework**

Guidance on protected linear views, panoramas, river prospects and townscape views across London. Linear

View 9 from King Henry VIII's Mound in Richmond to St Paul's Cathedral crosses parts of LB Richmond upon Thames.

<https://www.london.gov.uk/what-we-do/planning/implementing-london-plan/london-plan-guidance-and-spgs/london-view-management>

#### **Good Quality Homes for All Londoners, Draft Supplementary Planning Guidance (SPG)**

At the time of writing the following documents are available as pre-consultation drafts (2020):

- Module A: Optimising site capacity: a design-led approach
- Module B: Small housing developments: assessing quality and preparing design codes
- Module C: Housing design quality and standards
- Module D: Housing design case studies and appendices

The following national design guidance should also be referred to in the development of tall building proposals:

#### **National design guide (2021)**

<https://www.gov.uk/government/publications/national-design-guide>

#### **London Borough of Richmond upon Thames: Design Quality SPD, 2006**

[https://www.richmond.gov.uk/media/7624/spd\\_design\\_quality\\_doc\\_lowres-2.pdf](https://www.richmond.gov.uk/media/7624/spd_design_quality_doc_lowres-2.pdf)

**Tall Buildings: Historic England Advice Note 4 (May 2019)** - At the time of writing a new version is expected.

#### **The Mayor Of London's Good Growth by Design initiative**

(<https://www.london.gov.uk/what-we-do/regeneration/advice-and-guidance/about-good-growth-design>).

#### **Transport for London's Streets toolkit**

(<https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit>).

## 5.2 Tall building design guidance

### 5.2.1 Introduction

Tall buildings can support the borough's growth. However, owing to their scale, they can significantly alter the character of an area as well as the skyline of the city.

This section provides high level guidance with regards to the design and siting of tall buildings. It is not intended to provide exhaustive guidance on how tall buildings should look within the borough, but rather provide an indication of some of the key elements that tall building developers will need to demonstrate have been considered in any future applications. Guidance in this section has been provided against eight themes, developed to respond to policies and guidance included within the London Plan.

Tall building developers should respond to the design guidance for the relevant character areas in addition to this and other relevant overarching guidance.

### 5.2.2 Visual impacts

Tall buildings can have a considerable visual impact, both in their immediate context as well on a city scale. Impacts can be positive or negative, and may change depending on their exact position and where they are viewed from. Different people will also have different responses to tall buildings.

The following guidelines are drawn from Policy D9 of the London Plan with regards to visual impact:

*The views of buildings from different distances need to be considered, including:*

1. *Long-range views – these require attention to be paid to the design of the top of the building. It should make a positive contribution to the existing and emerging skyline and not adversely affect local or strategic views*
2. *Mid-range views from the surrounding neighbourhood – particular attention should be paid to the form and proportions of the building. It should make a positive contribution to the local townscape in terms of legibility, proportions and materiality*
3. *Immediate views from the surrounding streets – attention should be paid to the base of the building. It should have a direct relationship with the street, maintaining the pedestrian scale,*

*character and vitality of the street. Where the edges of the site are adjacent to buildings of significantly lower height or parks and other open spaces there should be an appropriate transition in scale between the tall building and its surrounding context to protect amenity or privacy.*

In addition to the above, the following aspects should be considered:

- The proposed design must respect key view corridors towards strategic landmarks across the borough and in neighbouring boroughs. This would also include distinctive roof line features such as spires and turrets. Refer to [Section 3](#) for landmarks and key views within LB Richmond upon Thames, and relevant characterisation or urban design studies for neighbouring boroughs.
- Appropriate 3D modelling and analysis must be carried out to study the impact of the building on the overall skyline. The study must also incorporate buildings that are approved but not yet built to ensure that the future nature of views are considered as far as practicable. Refer also to [Section 5.2.9](#) on the cumulative impacts of tall buildings.
- It is important to ascertain whether the proposed structure is a background building or a landmark building. Background buildings should respect the surrounding context and preserve the hierarchy of existing prominent view corridors. Landmark structures should respond to analysis of key view corridors towards the site to ensure the precise placement, form, skyline and detailing accentuate its prominence within the wider context.
- The location of tall buildings must consider their strategic context within the borough to enhance its urban character. For example, a tall building can provide an interesting termination to an otherwise monotonous view corridor such as a long linear street.
- The placement of the building must avoid visual interruptions in areas with otherwise very consistent building and/or roof lines.



**Fig.386:** Protected view corridor towards St. Paul's Cathedral  
© Kunstlerbob (Robert Bauer)



### 5.2.3 Spatial hierarchy

Tall buildings can make a significant contribution to the identity of an area. Positioned poorly they can dominate areas of smaller grain urban fabric, while positioned well they can create a hierarchy that responds to the proportions of adjacent buildings, streets, open spaces and watercourses.

The following guidelines are drawn from Policy D9 of the London Plan with regards to spatial hierarchy:

*Whether part of a group or stand-alone, tall buildings should reinforce the spatial hierarchy of the local and wider context; and aid legibility and wayfinding.*

In addition to the above, the following aspects should be considered:

- Tall buildings can act as key landmarks making a positive contribution towards the skyline. However, their placement with respect to each other as well as their height needs to be studied to ensure they are appropriate for the scale of the local area. A building does not necessarily need to be 'tall' to be a landmark, and conversely a tall building is not a landmark just by virtue of its being tall. Therefore the relationship of a tall building with other buildings in its local context and skyline should be sensitively considered when designing and assessing any tall building proposal.
- The design and location of tall buildings must consider their role in wayfinding, such as, acting as landmarks or gateway features marking town centres or local centres.
- Tall buildings must be in proportion to their local environment. This includes consideration of the width of adjacent streets as well as public open spaces, parks and watercourses. For example, in Twickenham buildings beside the River Thames have the potential to be of a much greater scale than those bordering the River Crane.
- The massing of the building must be designed so as not overwhelm the street and adjacent context. Where a building is higher than some of the existing built form, it may be acceptable to consider stepping back or tapering upper storeys to protect the consistent height of the street frontage.
- The design of tall buildings must consider any potential privacy intrusion into private or communal gardens and neighbouring developments.
- Tall buildings require more space around them to ensure they integrate well into the overall townscape. In many estates this is managed through extensive

parkland settings with mature trees. New tall buildings closer to streets should still consider how to soften their edges and provide positive public spaces at their base through the use of generous walkways and mature planting.



**Fig.388:** This mass and height of this tower block in North Sheen building adversely dominates the smaller scale surroundings



**Fig.387:** Twickenham Station responds to the scale at street level whilst creating a distinctive landmark, way-marking the station

### 5.2.4 Architectural quality and materials

This section provides guidance for the architectural quality, character and use of materials for tall buildings.

The following guidelines are drawn from Policy D9 of the London Plan:

*Architectural quality and materials should be of an exemplary standard to ensure the appearance and architectural integrity of the building is maintained through its lifespan. A tall building can be considered as being made up of three main parts: a top, middle and base.*

- *The top includes the upper floors, and roof-top mechanical or telecommunications equipment and amenity space. The top should be designed to make a positive contribution to the quality and character of the skyline, and mechanical and telecommunications equipment must be integrated in the total building design. Not all tall buildings need to be iconic landmarks and the design of the top of the building (i.e. the form, profile and materiality) should relate to the building's role within the existing context of London's skyline. Where publicly accessible areas, including viewing areas on upper floors, are provided as a public benefit of the development, they should be freely accessible and in accordance with part G of Policy D8 Public realm. Well-designed safety measures should be integrated into the design*



**Fig. 389:** The tall Granary building at Mortlake Brewery is a grand, distinctive building of brick. Its varied roofline makes it distinctive in views along the riverside from Barnes.

*of tall buildings and must ensure personal safety at height.*

- *The middle of a tall building has an important effect on how much sky is visible from surrounding streets and buildings, as well as on wind flow, privacy and the amount of sunlight and shadowing where is in the public realm and by surrounding properties.*
- *The base of the tall building is its lower storeys. The function of the base should be to frame the public realm and streetscape, articulate entrances, and help create an attractive and lively public realm which provides a safe, inclusive, interesting, and comfortable pedestrian experience. The base should integrate with the street frontage of adjacent buildings, and where appropriate enable the building to transition down in height.*

In addition to the above, the following aspects should be considered:

- The architectural massing and materials must respect the character of the surrounding built environment. While landmark developments may express themselves in a dramatic or interesting way, this should still consider the use of quality materials that do not undermine the local vernacular or responding to a historic or cultural association with the site.
- The building façade design and articulation must pay careful attention and respond to small details which are often important in the townscape character of LB Richmond, for example windows, doors, lintels, roof gable details.
- Tall buildings still need to make a positive contribution to the street scene at ground level. Details at this level should be of a pedestrian scale and use materials that are of a quality that can stand up to close visual attention and also be robust for a busy city environment.



**Fig. 390:** Careful use of brick detailing within the semi-public space at the base of this development (Peabody Estate, St John's Hill) near Clapham Junction (within neighbouring LB Wandsworth) provides a human scale to the building.



### 5.2.5 Heritage

London's built and landscape heritage is an integral part of the city's identity and a significant contributor towards its culture and economy. Hence, any tall building proposal must respect and respond to any heritage sites or structures in its vicinity.

The following guidelines are drawn from the Policy D9 of the London Plan:

*Proposals should take account of, and avoid harm to, the significance of London's heritage assets and their settings. Proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and there are clear public benefits that outweigh that harm. The buildings should positively contribute to the character of the area*

*Buildings in the setting of a World Heritage Site must preserve the Outstanding Universal Value of the World Heritage Site, and the ability to appreciate it.*

In relation to LB Richmond, this potentially applies to some locations where views or the setting of the Royal Botanic Gardens, Kew are potentially impacted.

In addition to the above, the following aspects should be considered:

- The construction of tall buildings generally requires deeper excavation for foundations which in turn can affect the structural integrity of adjacent heritage structures. Adequate surveys and studies must be undertaken and the proposed design must avoid any damage to the heritage sites as well as buried archaeology.
- The proposed architectural character and materials must respect the tonality, texture and rhythm of the adjacent heritage buildings so as not to contrast with their character.
- The proposed location and design must not only respect historical structures but also historic street proportions and building lines.
- Heritage structures are not only important for their architecture, any proposed buildings must also respect their historic function and their prominence within the borough. New tall buildings must preserve this important historical and cultural associations and not overwhelm the historic setting of the heritage assets. Richmond has many landmark buildings, such as historic churches and town halls, which are important skyline features. Therefore, tall buildings need to avoid both obscuring important views of



**Fig. 393:** This new development in Granfield Street (in neighbouring LB Wandsworth) successfully responds to the nearby Grade II Church of the Sacred Heart in Battersea Square Conservation Area, through use of high quality bricks, and use of subtly different coloured bands of bricks. Successful use of sensitive architectural detailing and its subservient scale to the church landmark, alongside the courtyard space which frames views to the spire.

these landmarks but also avoid altering the skyline by becoming features of the backdrop.

- Any conversions or extensions to heritage assets should differentiate between the new and old parts of the overall structure sympathetically. Depending on the significance of the heritage asset it may also be important to ensure any alterations are entirely reversible in the future.



**Fig. 394:** St Mary's Church next to Putney Bridge (within neighbouring LB Wandsworth) is overwhelmed by the adjacent Putney Wharf Tower

### 5.2.6 Microclimate and lighting

Tall buildings inevitably have an impact on the local microclimate which needs considering during the design development. Factors such as wind comfort, sunlight and daylight availability and air quality will be influenced by a tall development. How a building is perceived at night is also important to understand to avoid adverse impacts arising from lighting.

#### Lighting

- The building design must avoid lighting features which would negatively impact on surrounding buildings (particularly residential) and also overall night time vistas and panoramas.
- The building façade design and glazing must consider the building use at night and minimise light spill that can exacerbate light pollution.

#### Microclimate

- The local microclimate needs to be considered holistically and at a masterplanning scale. Microclimatic issues are not usually limited to the bounds of an isolated building or development but will likely influence the neighbouring sites as well.

#### Wind

- A wind- desk study should be carried out at master planning level to determine if there are any areas of concern in terms of pedestrian wind comfort. This can be used to establish a tall building strategy for instance clustering tall building together to prevent downdrafts. It will also help to establish where extra space may need to be accommodated for mitigation.
- It is recommended that a peer reviewed set of wind climate data is prepared to act as a common and consistent basis for all wind studies. This would include data for all wind directions such as Weibull parameters, mean wind speeds and gusts.
- Reference should be made to the City of London's guidance on tall buildings in relation to wind (<https://news.cityoflondon.gov.uk/city-corporation-launches-uks-first-planning-wind-guidelines-to-keep-cyclists-and-pedestrians-comfortable-and-safe/>).

#### Daylight and sunlight

- The BRE 209 Site Layout for Daylight and Sunlight guide gives advice on layout for achieving good sunlit and daylighting within buildings and in open spaces. It also offers guidance for

overshadowing of adjacent buildings and sunlight in public spaces. Although it is not mandatory to comply with it is the most commonly referenced guidance by planning authorities.

- BRE 209 references BS 8206-2 British Standard Code of practice for daylighting for more detailed evaluation of daylight such as to determine daylighting quality inside buildings.

#### Urban heat island

- The choice of building materials must consider their contribution to urban heat island effect through thermal radiation as well as release of anthropogenic (waste) heat. Vertical greening systems into the building façade and green roofs can help to reduce the impact of the building on urban heat island effect.
- Shade analysis must be carried out to ensure that the building shadow does not adversely impact solar gain and thermal comfort in key public spaces during times of busy use.

#### Glare

- Building façade design and glazing must avoid any harsh solar glare onto any public areas as well as surrounding development.



**Fig. 395:** Harsh solar glare from a tall building

© New York Times, <https://static01.nyt.com/images/2012/05/02/arts/design/GLARE/GLARE-superJumbo.jpg?quality=90&auto=webp>



### 5.2.7 Access and ground floor uses

This section provides guidance on design considerations where a tall building meets the ground. While tall buildings can influence the character of a wide area and have extensive visibility, they still have a local impact on the pedestrian and street environment at which they sit.

- The ground floor design must consider the access and egress requirements for all type of uses including pedestrians, cyclists, public transit users, private vehicles as well as service vehicles and personnel.
- The building design must comply with Regulatory Reform (Fire Safety) Order 2005 (RRO) and the Management of Health and Safety at Work Regulations 1999 (MHSWR).
- The main access to the building must be provided along the frontage facing primary streets and must provide an engaging arrival experience. Entrances/exits along quiet alleyways or areas away from general public use and visibility must be avoided.
- The service access including those for uses such regular maintenance, waste collection, deliveries must be separated from the primary access locations and screened away from key public areas.
- Entrance to car parks and basements must consider their impact traffic on the surrounding roads and adequate traffic studies must be carried out at the outset to mitigate any adverse impact on the existing infrastructure.



**Fig. 397:** An example of a poor ground floor frontage at a commercial development on The Quadrant, opposite Richmond Station, with no active frontages

- Active ground floor uses must be integrated within the design based on the intended use of the buildings. For example, the provision of a café or a shop at the ground level of an office building can help activate the area around it during non-office hours. Similarly, integration of facilities such as shops, nurseries or clinics at ground level could help supplement the existing community amenities in an area.
- Active ground floor uses should be along the main public frontage of the building for ease of access and encourage greater footfall.
- In case of residential uses on the ground floor, adequate design measures must be taken to protect the privacy of the residents in these units from the street or any other public space.



**Fig. 396:** Active frontages will be an important addition to this building on Heath Road in Twickenham Town Centre. The materials and details otherwise complement the local character and streetscene

### 5.2.8 Public uses and public realm

This section provides guidance for the integration of public uses, impact of tall buildings on the surrounding public realm as well as the design of public realm around tall buildings.

- Consideration should be given to creating publicly accessible areas open to general public within tall buildings. Typically this would be at ground or mezzanine levels, but upper storeys could also be considered where they can provide fantastic views of London. These can include a number of uses such as libraries, community centres, leisure facilities and restaurants.
- In addition to above, consideration must be given to provision of public spaces and amenities for the building users/residents. Examples include, roof gardens/terraces, gymnasiums, cafeterias or food courts.
- Residential buildings must consider provision of balconies to provide residents opportunities to interact with the external environment while maintaining a sense of enclosure and privacy at the same time.
- The design of the building must not adversely impact the visual and thermal comfort of the surrounding public areas including alleys, streets, plazas and any other open spaces.
- Where possible, buildings with commercial use must supplement the existing public realm through the incorporation of public spaces such as plazas at their entrance.
- The building design at the ground level must avoid any blank façades, especially where they face the public realm.
- Where possible, the building design must maintain through access for ease of pedestrian movement and permeability. This is especially applicable for developments on large plots and close to public assets such as parks and river corridors.



**Fig.400:** Attractive public realm at Kew Riverside, with high quality planting and footpath. However, the public route could more clearly indicate it is a publicly accessible route to the riverside



**Fig.398:** Vibrant ground floor uses within Nine Elms



**Fig.399:** Attractive public realm with quality materials, integrated seating and a generous allocation of space at a development near Battersea Park, LB Wandsworth



### 5.2.9 Cumulative impacts

Even where tall buildings are not clustered together, the impact of several tall buildings seen together in views and in proximity to heritage assets, can have a negative cumulative impact where they do not respond appropriately to each other, particularly in skyline views.

The townscape of LB Richmond upon Thames is not generally appropriate for locating clusters of tall buildings. The clustering of multiple buildings can significantly alter the character of a neighbourhood. Any tall building proposals should consider the cumulative impact of any other planned or existing tall buildings both within and outside of the borough to understand and assess any potential impacts on townscape character, views, visual amenity and heritage.

- Tall building clusters can significantly alter the city skyline. Hence, any such proposals must consider their visual impact on the existing and emerging skyline.
- A tall building cluster is likely to accommodate substantially higher density uses and potentially be key employment or commercial centre. Hence, its location and use must consider the future capacity of infrastructure to support the development as well as any adverse impact on other employment and commercial centres across to city.
- A tall building cluster must preferably be located within areas of good PTAL to avoid overwhelming the existing public transport network. Such development must also consider if the enhancement of the existing public transit infrastructure is required to accommodate a higher number of future users.
- The edges of tall building clusters are particularly important to consider to ensure they continue to appropriately address the scale of neighbouring development and spaces. It is often appropriate to define a clear line of development beyond which tall buildings should be avoided - for example a main road or rail infrastructure corridor or significant open space.
- In particular, tall buildings should avoid acting together to create a canyoning effect along the River Thames which is a significant cultural, historical and recreational resource at the heart of London.



**Fig. 401:** An emerging cluster of tall buildings within neighbouring LB Wandsworth at the confluence of the River Wandle and the River Thames

### 5.3 Small sites design guidance

Small sites provide the opportunity for communities to grow organically while maintaining their original character or evolving it incrementally based on a consensual approach. The following sections provide guidance for design on small sites.

There are a number of useful sources of information on developing small sites within London, in addition to the policies provided in the London Plan:

#### Good Quality Homes for All Londoners, Draft Supplementary Planning Guidance (SPG)

At the time of writing the following documents are available as pre-consultation drafts (2020):

#### Module B: Small housing developments: assessing quality and preparing design codes

[https://www.london.gov.uk/sites/default/files/hdspg\\_2020\\_module\\_b.pdf](https://www.london.gov.uk/sites/default/files/hdspg_2020_module_b.pdf)

#### Module C: Housing design quality and standards

[https://www.london.gov.uk/sites/default/files/hdspg\\_2020\\_module\\_c.pdf](https://www.london.gov.uk/sites/default/files/hdspg_2020_module_c.pdf)

#### Module D: Housing design case studies and appendices

[https://www.london.gov.uk/sites/default/files/hdspg\\_2020\\_module\\_d\\_part\\_1.pdf](https://www.london.gov.uk/sites/default/files/hdspg_2020_module_d_part_1.pdf)



**Fig. 402:** Timber clad small site in Newport Road, Barnes adds interest to the street

#### 5.3.1 Context

- The design of the building must blend in with the surrounding context, unless it can be demonstrated that a different approach would enhance the character of the street.
- The design must take into consideration the functional character of the street that includes access, circulation, land use etc.
- In certain areas, where the need for evolving the existing character is identified, the design must consider the objectives of doing so and help setting a precedent for similar developments in the future.

#### 5.3.2 Massing

- A volumetric study must be carried out for the buildings surrounding the site to ascertain the general massing attributes such as height, depth, recesses, roof lines to develop the emerging form of the proposed building.
- The building form does not need to mimic the existing buildings but must be a well articulated interpretation of the predominant urban character that is adapted to the functional and aesthetic requirements of the proposed development.
- The building massing must demonstrate that good levels of daylight, sunlight and privacy are achieved without adversely affecting the internal comfort parameters of the surrounding buildings.
- Where possible, the design must explore the potential to provide an additional floor(s) to accommodate higher density or additional units without compromising the character and comfort of the surrounding buildings or public realm.



**Fig. 403:** Good quality development set back in a small site in Richmond Hill. High quality materials including brick and metal gates respond well to character



### 5.3.3 Materials

- A visual assessment must be carried out to ascertain the predominant materials used in the vicinity of the site to develop a range of colour tones and textures that can be used for the proposed structure.
- The proposed materials must be durable, of high quality and must age well to properly integrate into the wider context.
- The objective of the proposed building materials to blend in visually within their context must not limit their functional performance or in adoption of construction technology that minimises their environmental impact.

### 5.3.4 Heritage

- The proposed design must take into account the presence of any heritage structures in the vicinity in addition to any relevant heritage designations such as conservation areas. Where a site is within a CA it should follow guidance within the conservation area character appraisals and management plans.
- The proposed architectural character and materials must respect the tonality, texture and rhythm of the adjacent heritage buildings so as not to contrast with their character.
- The prominence of a heritage building as a visual and cultural landmark within the neighbourhood must be respected. The proposed building design must be subservient to the architectural and functional hierarchy of the heritage structure.
- The new buildings that are constructed today shall play an important role in evolving the heritage of their place and shall be representative of the early 21<sup>st</sup> century architecture and urban character. They must be designed to last, which must be reflected in their detailing, craftsmanship, quality and durability.

### 5.3.5 Frontage

- The building design must respect the existing frontage line established in a street.
- The building frontage includes the predominant frontage line at the street level as well as any setbacks beyond a certain height.
- For plots located at street corners, there may be a consideration to step out of the frontage line to highlight or define the street corner. This needs to be considered as part of the overall wayfinding strategy and spatial hierarchy of the area.

### 5.3.6 Detailing

- A study of the predominant architectural character of the buildings around the site must be carried out to ascertain the key design elements such as windows, doors, lintels, roof gable details, chimneys. The proposed design must incorporate/re-interpret these elements to blend in with the existing architectural character.
- The proposed design must respond to the vertical and horizontal rhythm and scale of fenestrations, recesses or projections along the street to maintain continuity of the street character.
- Where a predominant architectural style is absent, the design must set a precedent for human scale design, optimal functionality and high quality workmanship for future developments.
- Where large period homes are converted into flats particular care needs to be taken on details such as electricity cabinets, cabling, entrance buzzers and bin storage. When poorly considered these can be significantly detrimental to the whole street scene.



Fig.404: Small site in East Twickenham sits with a low profile on the street



Fig.405: The industrial uses are set back behind an access from the street, preserving the continuous building line at Priests Bridge, Barnes

## 5.4 Richmond's riverside - design guidance

Richmond has the longest frontages to the River Thames of the London boroughs and is the only borough that spans either side of the river. While the scale of the river presents opportunities for height, any tall structure will still have a major influence due to the long sweeping panoramic views across and along the banks, which extend well beyond the borough.

### *General guidance for the riverside*

Townscape character and views should be conserved and enhanced along the River Thames. The following documents should be referred to for any proposals affecting the riverside, including the principles and guidance contained within them:

- The Thames Landscape Strategy - Conserving the Arcadian Thames;
- Thames Strategy - Kew to Chelsea (2002);
- The London Plan - London's Living Spaces and Places (2016) Policy 7.29

The following principles are relevant to the landscapes and townscapes along the River Thames.

- Refer to the Conservation Area Appraisal, including management strategy, where appropriate.
- Ensure new development along the river contributes to the valued leisure functions, including water uses, walking and cycling. Protect the public and pedestrian nature of the riverside by ensuring controls remain in place for vehicles and restaurant / café seating.
- Active frontages to the Thames Path should be provided.
- Ensure good maintenance of building façades and public realm.
- Enhance continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Embrace wider landscape setting along Thames to enforce identity of area and encourage more suburban/semi-rural feel where appropriate.
- Retain, respect and restore the historic elements, particularly connected green spaces, such as Kew Gardens and the Old Deer Park.
- Create references to historic pattern, uses and elements where possible to bring coherence, legibility and integrity through the riverside

character areas.

- Reduce severing impact of roads that disconnect the Thames from the townscape, e.g. The Terrace, Barnes, and the A308 through Hampton.
- Conserve and increase tree-planting along waterfront streets and river banks. Encourage avenues of trees along streets leading to the river.
- Preserve the openness of the riverside by resisting development which would affect this perception.
- Enhance local distinctiveness of areas by emphasising their relationship with the river, nature, and historic industry; enhance biodiversity through less intensive management, allowing more natural river banks with off-line wetlands; re-engage with the river by lowering barriers and paths to make the water accessible.
- Preserve linear views along and across the river, and into/from connected open spaces.
- Actively contribute to local flood mitigation measures, or at least not worsen flood impacts.



Fig.407: Public realm and building frontages of Richmond waterfront



Fig.406: Green, open views along the River from Mortlake.



### Tall buildings and the riverside

Very few tall buildings front the River Thames in Richmond, and the river retains a suburban, and in some places, rural character. The following guidelines are drawn from the Policy D9 of the London Plan:

*Buildings near the River Thames, particularly in the Thames Policy Area, should not contribute to a canyon effect along the river which encloses the open aspect of the river and the riverside public realm, or adversely affect strategic or local views along the river.*

In addition to the above, the following aspects should be considered:

- Buildings fronting the River Thames are likely to have a prominent presence in the city skyline and a high visibility from several parts of the city. Hence, their design must respond to both, views towards them as well as from them.
- Areas of larger-scale riverfront buildings, such as Mortlake, must still consider their landward facing orientation and step down appropriately to provide a transition towards the typical period terraces and modest housing scale. Materials may also transition from the river frontage where views are cherished, towards the more traditional natural materials of housing stock within the borough.
- The design must maintain the importance of the river frontage as a public resource. The river front should not feel private and too heavily overlooked or shaded. Developments must be set back to physically and visually ensure the Thames Path acts and feels like a welcoming public route without heavy overlooking from adjacent riverside residences. Ground floor uses should seek to activate the space as far as possible.
- The building design must consider its role as an important marker for legibility/identity of the borough and wayfinding owing to its high visibility along the riverfront. In particular, riverside development viewed from bridges are one of the ways that the greatest number of people experience the borough.



**Fig.411:** Access along the Thames Path must be conserved. Buildings fronting the Thames Path in Barnes are set back behind landscaping



**Fig.413:** Development in Richmond (Petersham Road) is well integrated behind tree planting. The varied roof line, gaps between buildings and rhythm adds interest in the town centre location



**Fig.412:** The riverside and boatyard development at Twickenham and Eel Pie Island. Despite being adjacent to the town centre there are no tall buildings

# Character area design guidance



## 5.5 Character area design guidance

Design guidance for each character area sets out broad principles. This should be read alongside the borough-wide, small sites and tall buildings design guidance at the beginning of this section as well as the character profiles in [Section 3](#).

The design guidelines are intended as a high level overview of priorities, to inform more detailed strategies and policies.

### Character strategy

The character strategy is a high-level summary of the character area overall, in relation to its future development potential. It takes into consideration the key characteristics, valued features and negative qualities set out in the character profiles.

The four character strategies are a ‘sliding scale’ within which decisions on future development and management will vary at a site specific level. They are based only on character and do not consider other aspects such as viability, which will need to be taken into account for any development decisions.

#### Conserve

A strategy of ‘conserve’ does not mean that no development can happen, but that any development must be sensitive in its design, protecting and enhancing the existing character and locally distinctive elements and features.

#### Enhance

Areas have a strong character and sense of local distinctiveness, but there are some negative qualities which if addressed, could make the existing character of the area even better.

#### Improve

Areas may be coherent in character but lack local distinctiveness, or have negative qualities which detract from the area. Any future development should, whilst protecting valued features, look to improve character e.g. through interesting details, materials, new public realm features or tree planting.

#### Transform

For areas where there is little perceptible character, there is an opportunity to create new character whilst addressing negative qualities.





## A2 Hampton Residential design guidance

- Enhance the suburban character and coherence of the area. Maintain the sense of quiet and calm by containing taller buildings/more urban elements close to main roads and existing areas of larger grain.
- Need to create a sense of identity and distinctiveness. Reference historic pattern, uses and elements where possible to bring coherence, legibility and integrity to the character area. For example, a planting/greening strategy throughout the public realm to reference historic nursery sites.
- Respect the modest scale and proportions of existing buildings and streets. Some areas have localised clusters of taller buildings and estates but otherwise the scale and layout of built form is very consistent.
- Improve the legibility, connectivity and sense of place of the public estates. Improve natural surveillance, address to the street, architectural quality and provision of green space in existing and new developments.
- Incorporate focal points and a movement strategy across the area, while addressing the poor urban design elements of the existing estates.
- Create new distinctive landmarks with a design integrity which improve legibility, focused along main roads and at key junctions. Surrounding public realm should be proportionately sized so the height does not overwhelm the human scale.
- Develop a well-defined neighbourhood or local centre to the settlement. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/leisure facilities, to generate a sense of activity and vibrancy.
- Upgrade public realm on short, commercial stretches of streets to reanimate them as a local hub for shops, cafés, and small businesses.
- Regulate unsympathetic building extensions that further undermine the consistency and quality of the townscape.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens.
- Improve connectivity across the area, promoting active travel.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Enhance the quality, functionality and biodiversity of green spaces e.g. Hampton Common, by incorporating play equipment, seating and management regimes which encourage wildlife.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The suburban character of Hampton Residential, openness and modest proportions should be enhanced. Pockets of infill estates and deterioration in building quality in some parts detracts from the attractiveness of the area, which could be enhanced.

The strategy is to **conserve and enhance** the character of the area, with future development using historic references whilst taking opportunities to add new character and sense of place.



### A3 Hampton Waterworks design guidance

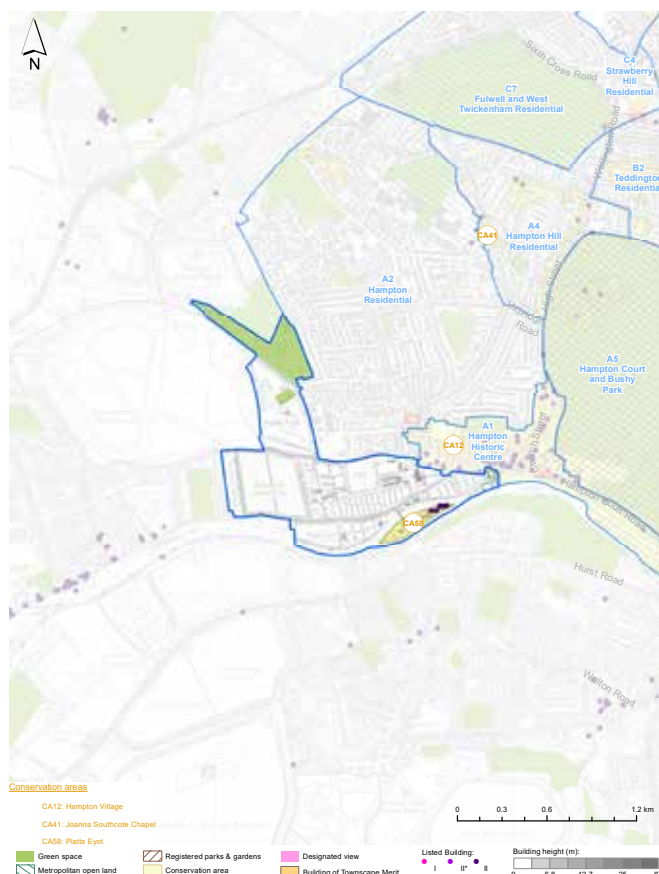
- Conserve and enhance valued features including the listed and non-listed elements.
- Any new developments should respect existing character and heritage, have design elegance and quality that marks them as landmarks. They should be set back within well-landscaped grounds/enhanced public realm.
- Embrace wider landscape setting along Thames to enhance identity of area. Improve connectedness to Thames and better establish/open views along River.
- Improve boundary conditions, replacing security fencing with a more sympathetic interface, to better integrate the area into its semi-rural context.
- Improve accessibility to and across the area, reducing the dominance of traffic and severing effect of Staines Road East/Upper Sunbury Road.
- Improve wayfinding, signage, and legibility.
- Increase provision of accessible public open spaces.
- Enhance local distinctiveness using its relationship with the river and historic industry; enhance biodiversity through less intensive management, allowing more natural river banks with off-line wetlands; re-engage with the river by lowering barriers and paths to make the water accessible.
- Consider opportunities for alternative sites for the car park and more sensitive use of space.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Hampton Waterworks has a distinct sense of place and intact character. The strategy is to **conserve** the character, elements, and features of this area whilst looking to **enhance** some features where appropriate.







## A5 Hampton Court and Bushy Park design guidance

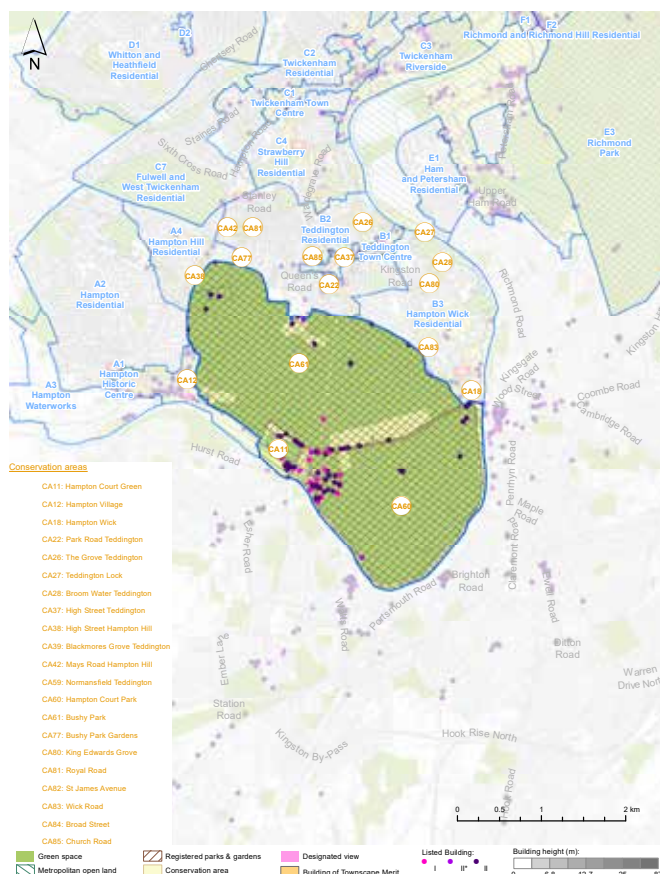
- Refer to the Conservation Area Appraisal, and any associated management strategy, for Hampton Court and other relevant conservation areas.
- Refer to the Bushy Park Management Plan (2014-2024), which sets out actions to conserve and enhance the park.
- Resist further erosion of character from peripheral land-uses that do not align with the historic functions, such as the golf course.
- Protect the quality of valued views and vistas and maintain and enhance existing wooded skylines and views along the Thames.
- Minimise visual impacts from other character areas through awkward juxtapositions of scale and proportion of taller developments.
- Introduce further traffic management to reduce the dominance of cars and promote active travel, minimising the severing effect of Hampton Court Road.
- Future highways-related works should pay particular attention to the wider landscape setting and sense of tranquility.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

This is an extensive area of historic landmarks and parklands of metropolitan/national importance, with a rich heritage, ecology, and landscape composition. The existing character of the area is very strong and the strategy is therefore to **conserve** it, enhancing the resilience of particular features to future pressures.





## B Teddington & Hampton Wick design guidance

### B1 Teddington Town Centre design guidance

- Refer to the Conservation Area Appraisal, including management strategy, for affected CA's.
- Respect the scale and proportions of existing period buildings and streetscape. There is potential for some taller development at key corner plots and around the station (existing Travelodge is 6 storeys) but the distinctive, low-build character in the western end of the High Street should be retained.
- New development should address neighbouring buildings positively, have distinctive character that creates remarkable landmarks while providing inviting public realm as part of a coherent strategy.
- Ensure the scale of any new development at the edges of the character area fits well with the context of adjacent character areas and the Thames Corridor.
- Replace elements of poor design quality that undermine the historic character of the area, notably infill development in the western end.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area, avoiding the use of timber or plain façades.
- Retain and restore front gardens and boundary walls.
- Resist unsympathetic external additions to buildings.
- Establish guidelines for shop frontages to ensure they contribute to the overall quality of the street scene.
- Retain the mixed uses, including restaurants, cafés and pubs to maintain a sense of activity and vibrancy.
- Create public areas for dwelling rather than just narrow transient spaces and implement more, high-quality street furniture.
- Reduce the dominance of cars and promote active travel.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding and high-quality architecture.
- Improve connectivity within the area, and to the riverside. Currently there are lots of private plots of land and poor legibility.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Improve biodiversity value of Elmbridge Gardens and enhance boundaries to screen the adjacent road.
- Establish/open/frame views to nearby green spaces and Thames Corridor.

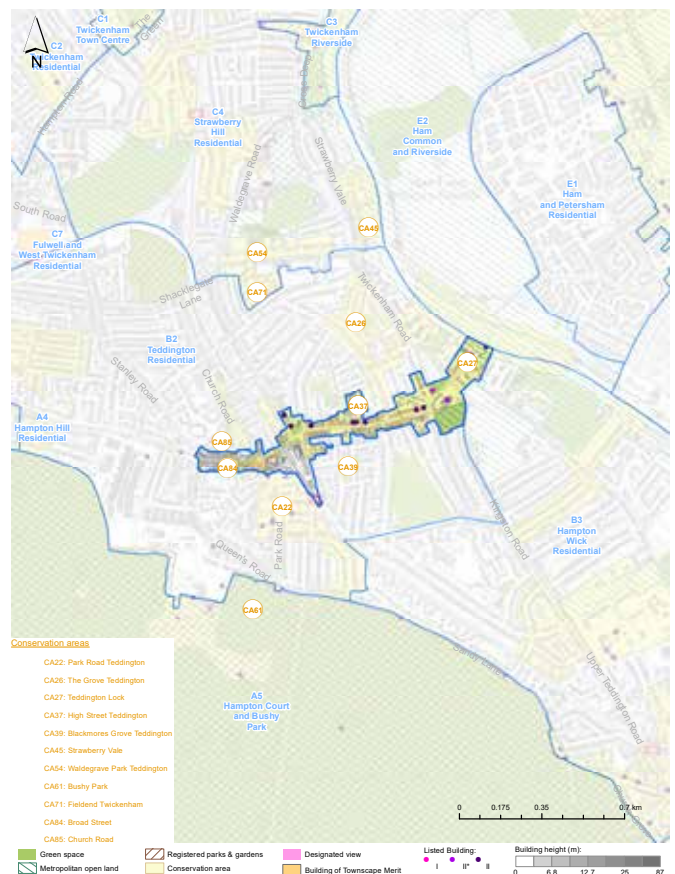
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Overall, Teddington Town Centre has a good sense of place and cohesiveness. At a local scale some inconsistencies in the quality of recent built development, street frontages, and public realm could be enhanced.

The strategy is therefore to **conserve and enhance** the town centre's character and function.



## B2 Teddington Residential design guidance

- Conserve the calm, suburban quality of the area, much of which is sensitive to new development and may be difficult to integrate.
- Refer to the Conservation Area Appraisal, including management strategy, for the relevant conservation areas and retain, respect and restore the historic elements.
- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys; however, wider streets and the Queen's Road area can accommodate well-designed, taller buildings.
- Regulate (and in the long-term, replace) unsympathetic taller developments concentrated along the riverside. Future development here should aim to establish views and physical connectivity to the Thames, provide active frontages, and enhance the continuity, connectedness and legibility of the Thames Path route.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing. Resist external alterations, such as painted-over brickwork, and roof-lights.
- Ensure good maintenance of building façades and public realm. Upgrade public realm with high-quality furniture and more spaces for dwelling, especially along local parades.
- Encourage reinstatement of shop fronts to achieve consistency in appearance. Resist conversion of traditional shops into residential buildings to retain function and character of local parades.
- Introduce further traffic management to reduce the dominance of cars and promote active travel.
- Retain and restore front gardens and boundary walls as an important characteristic that provides consistency to the street scene.
- Preserve and reinstate original features in the public realm such as paving slabs, granite kerbs and setts.
- Increase, restore, and maintain street tree planting: many of the streets would have had avenues of trees.
- Increase and improve open spaces, resisting encroaching development and better connecting them to the wider area. Enhance their biodiversity value and ecological corridors through the townscape.
- Protect the quality of valued views and vistas, notably along the Thames and towards Bushy Park.

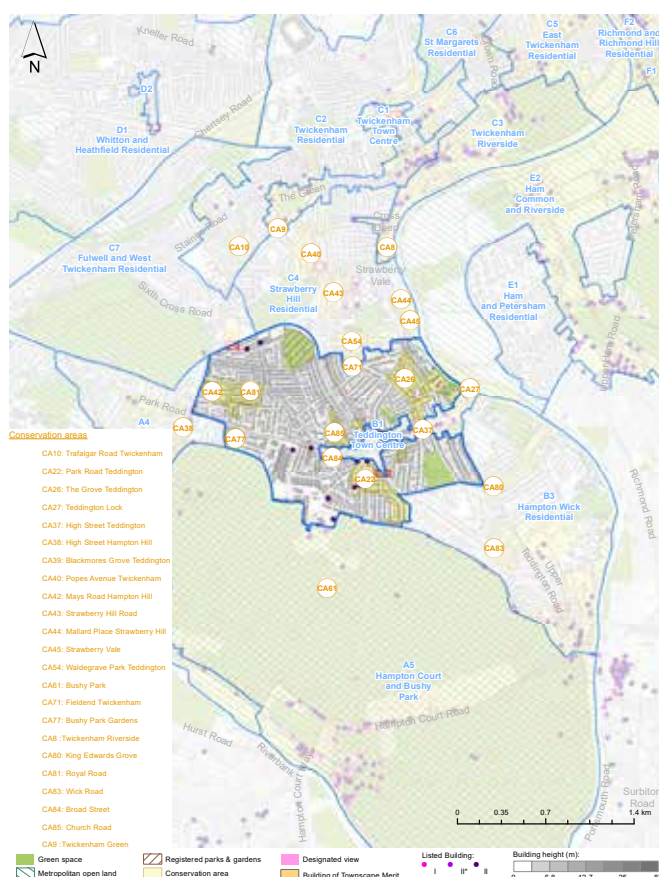
## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The uniform street patterns, consistent building quality, and prevalent green infrastructure contribute to the area's distinctive suburban character.

Therefore the strategy is to **conserve** the existing character, with opportunities to enhance areas of irregular urban grain and pattern, ensuring any new development is well-planned and incorporates characteristic elements, protecting valued features, and improving negative qualities.





### B3 Hampton Wick Residential design guidance

- Refer to the Conservation Area Appraisal, including management strategy, for development within the relevant conservation areas.
- Respect the residential scale of the area, most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys.
- Consider any new development at the edges of the character area carefully to ensure the scale fits well with the context of adjacent character areas and does not impede views.
- Address existing, unsympathetic, taller developments so that they are better integrated or replaced in the long-term. Regulate the increased, taller developments along the riverside, which detract from the semi-rural character of the Thames Corridor.
- Architectural detailing is an important feature of buildings in this area and avoid plain, oversimplified designs.
- Ensure special attention to the choice of materials, avoiding the use of timber cladding.
- Enforce upkeep of boundaries, façades and front gardens. Conserve and enhance street trees and planted front gardens with shrubs, small trees and hedges to help bring more cohesiveness to eclectic architecture of streetscapes.
- Upgrade public realm with high-quality furniture to reanimate it as a local hub for shops, cafés, and small businesses.
- Increase, restore, and maintain street tree planting and establish more green infrastructure, such as verges.
- Increase and improve open spaces.
- Embrace wider landscape setting along Thames to enhance identity of area and generate a more suburban/semi-rural feel. Maintain the abundance of open landscape between Lower Teddington Road and the river.
- Enhance continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Ensure new development along the river contributes to the valued leisure functions, including water uses, walking and cycling. Protect the public and pedestrian nature of the riverside by ensuring new developments provide excellent public realm and active frontages.
- Establish/frame/conservate views and vistas to nearby green space and along the River.

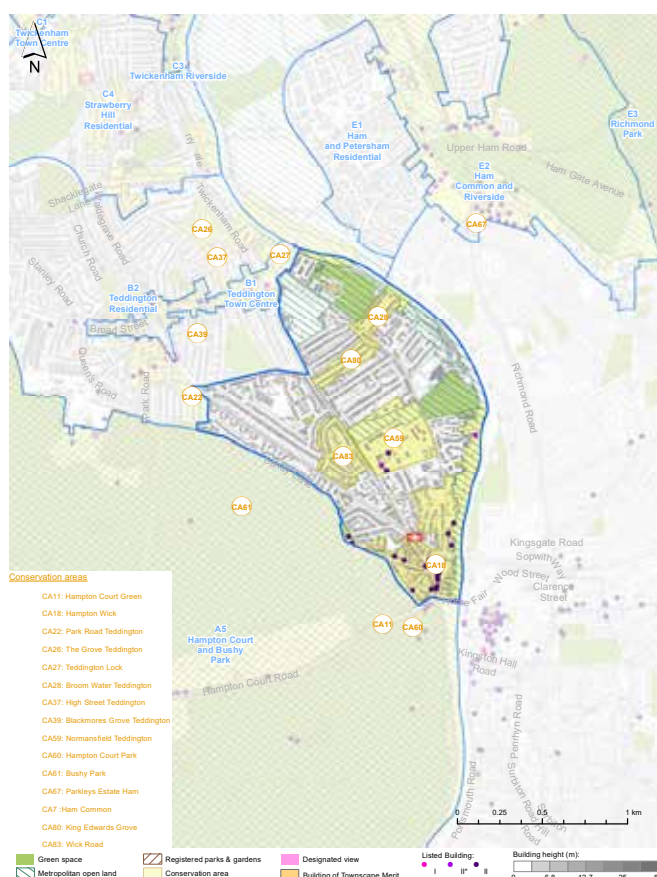
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of Hampton Wick Residential is good, with areas of high-quality architecture and heritage value. More recent, unregulated development has affected the consistency of the area's character and detract from its legibility.

The strategy is to **conserve and enhance** the coherence and strength of character across the area, improving connections to the Thames and its wider setting.



## C Twickenham, Strawberry Hill & St Margarets design guidance

### C1 Twickenham Town Centre and Green design guidance

- Refer to the Conservation Area Appraisal, including management strategy, for the relevant conservation areas.
- Refer to the Twickenham Area Action Plan.
- Respect the scale and proportions of existing shop front terrace buildings and streets.
- Consider any new development at the edges of the character area carefully to ensure the scale fits well with the context of adjacent character areas.
- Higher storeys should be set back so that buildings are less imposing and larger developments should provide excellent public realm and active frontages.
- Upgrade elements of poor design quality that undermine the historic character and identity of the area, notably areas of infill and post-war development.
- Ensure ground-floor commercial conversions retain building details and windows. Upgrade façades of existing, poor conversions, such as the Tesco store on Colne Road.
- Encourage arts, culture, and leisure developments to enhance the mixed-use potential of the area and make it more of a destination to spend time.
- Widen pavements and create more high-quality public realm spaces for dwelling rather than narrow, transient spaces.
- Activate under-utilised small sites as mixed use developments.
- Better design industrial units to provide a stronger sense of place, conform to local character, and reduce the dominance of their massing. Pay careful attention to façades and roof lines, incorporation of trees, and create active frontages and appropriate proportions along streets.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Ensure good maintenance of building façades and public realm.
- Introduce further traffic management to reduce the dominance of cars and promote active travel.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.

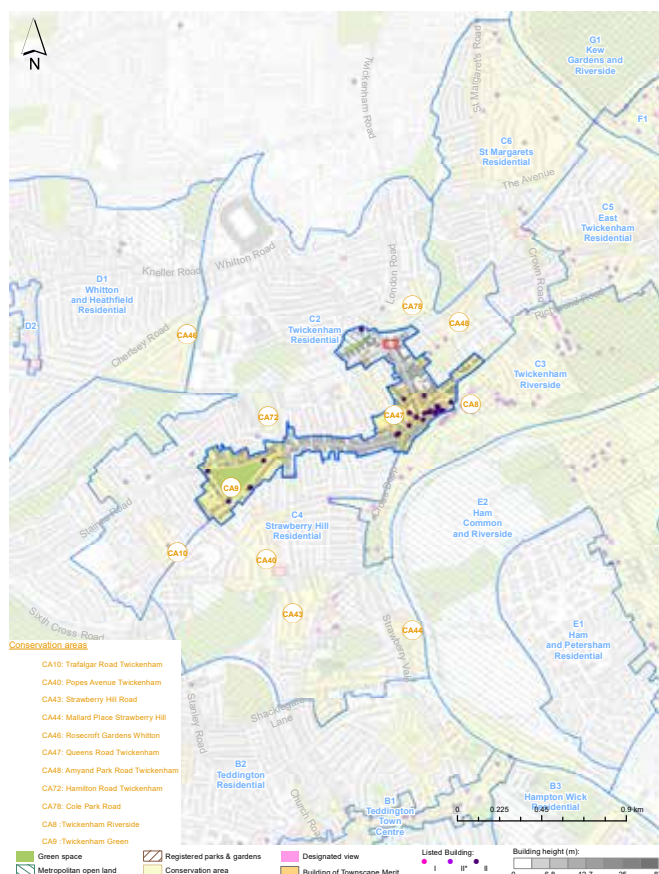
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The historic fabric, Green and characteristics of the historic and modest-scale shop terraces, the area around King Street, give Twickenham Town Centre and Green a strong sense of place.

There are some elements and poorly designed buildings (e.g. Regal House), and the dominance of traffic along main roads detracts from the area's permeability and character. There is opportunity to **enhance** a coherent distinctiveness and strengthen existing character by upgrading inconsistent developments to a similar quality as the recent station developments.





## C2 Twickenham Residential design guidance

- Refer to the Conservation Area Appraisal, including management strategy, for the relevant conservation areas.
- Respect the modest scale and proportions of existing buildings and streets in the residential areas. Some large-scale developments exist throughout the area (e.g. Twickenham Stadium) and these should be better integrated into the wider low-rise context.
- Better design industrial/commercial units to conform to local character, and reduce the dominance of their massing. Pay careful attention to façades and roof lines, incorporation of trees, and create active frontages and appropriate proportions along streets.
- Replace, upgrade, or better integrate, elements of poor design quality that undermine the historic character of the area, notably areas of post-war infill development.
- Reinstate historic features of buildings such as original windows, front doors, front boundaries and pathways.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape.
- Encourage upkeep of boundary walls and front gardens. Encourage planting in front gardens.
- Incorporate better wayfinding and a movement strategy across the area.
- Ensure good maintenance of building façades and public realm.
- Develop a well-defined neighbourhood centre to the settlements. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/leisure facilities, to generate a sense of activity and vibrancy.
- Introduce further traffic management to reduce the dominance of cars (particularly along the A-roads) and promote active travel.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Respect the small scale of the Crane river corridor in the siting of any taller buildings, paying consideration to potential visual impacts. Embrace the river valley character in adjoining urban spaces through specific planting palettes and opening up views to it.
- Enhance the quality, functionality and biodiversity of green spaces e.g. Cranford Way, by incorporating play equipment, seating and management regimes which encourage wildlife.

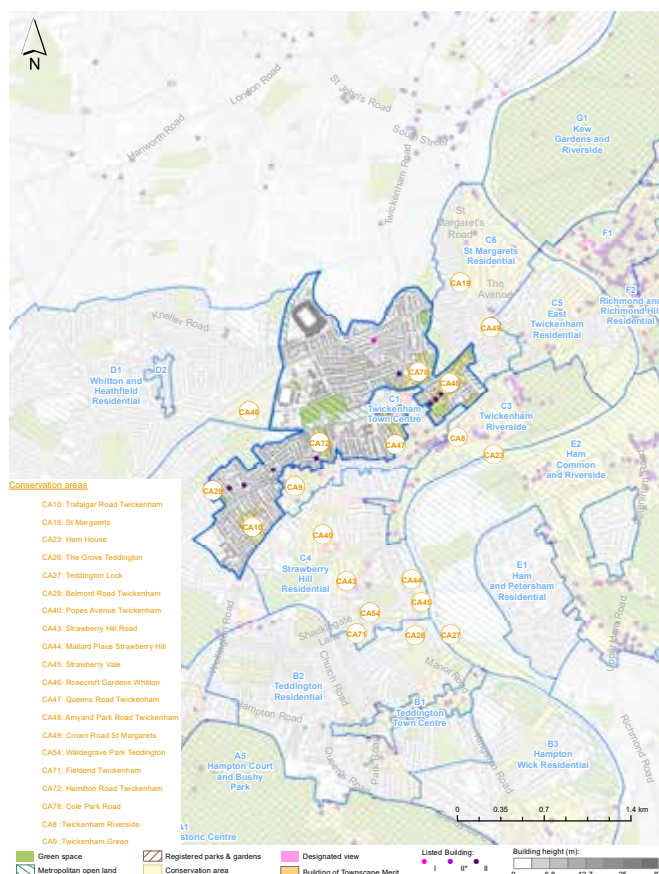
## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Twickenham Residential has an eclectic mix of building types and despite its historic fabric (which prevails in some areas), lacks cohesiveness and a clear sense of place. The area contains a fair amount of open space and several important landmarks that could be better integrated into the wider townscape.

The strategy is therefore to **conserve, enhance and improve** the character of this area by enhancing its legibility and the consistency of its built environment.



### C3 Twickenham Riverside design guidance

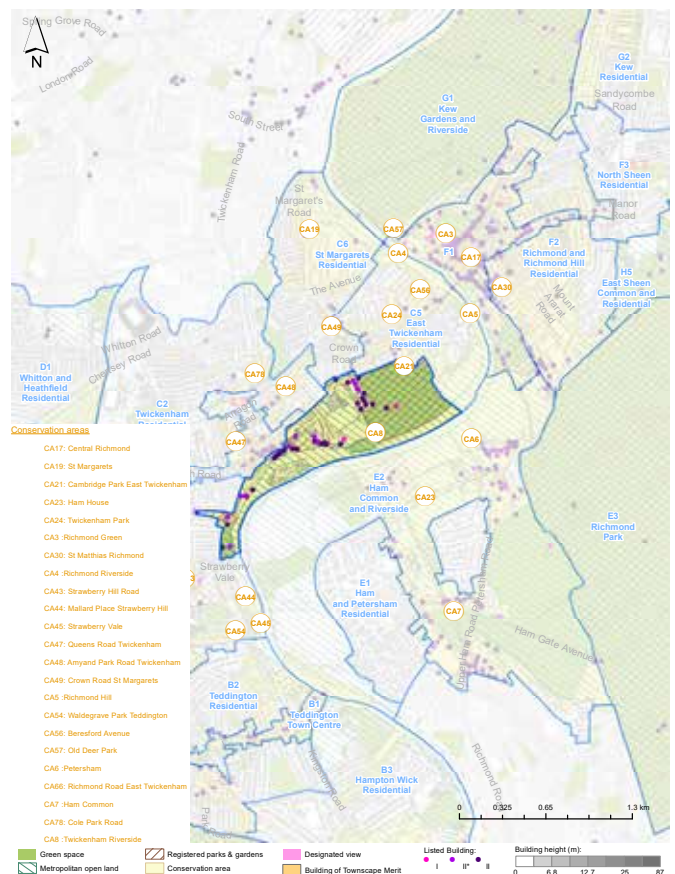
- Refer to the Twickenham Area Action Plan and the relevant Conservation Area Appraisal, including management strategy.
- Respect the scale and proportions of existing period buildings and streetscape which is fundamental to the character of the area.
- Replace elements of poor design quality that undermine the historic character of the area and impede views, notably Orleans Gardens playground and the buildings around Jubilee Gardens. Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide enhanced public realm.
- Improve quality of street furniture and playground equipment.
- Regulate further development on Eel Pie Island, including inappropriately large houseboats, to retain the distinct character.
- Enhance continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area. Provide active frontages to the Thames Path.
- Enhance local distinctiveness using its relationship with the river and historic industry; enhance biodiversity through less intensive management, allowing more natural river banks with off-line wetlands; re-engage with the river by lowering barriers and paths to make the water accessible.
- Ensure sympathetically-designed or nature-based flood defences.
- Establish/open/conservate key views and vistas to nearby green space, landmarks (e.g. Ham House), and along the river.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of Twickenham Riverside is strong, with a distinctive sense of place and high quality townscape. Therefore the strategy is to **conserve** the character, elements and features whilst enhancing existing features where appropriate.





## C4 Strawberry Hill Residential design guidance

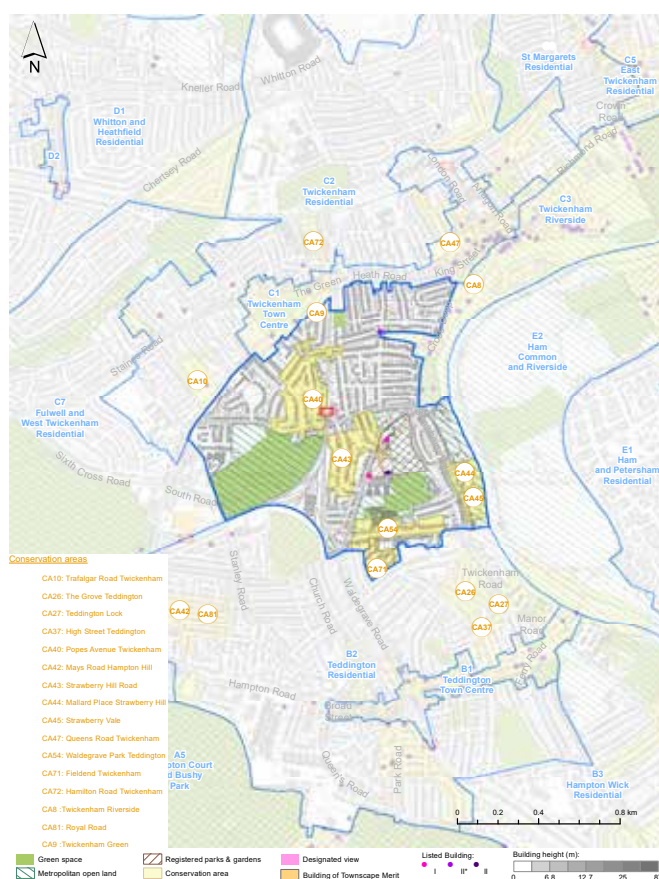
- Respect the modest scale and proportions of existing buildings and streets. Most buildings are 2-3 storeys although some areas are sensitive to heights above 2 storeys. There are some areas of standalone, or clustered, larger buildings.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens and restrict parking over forecourts.
- Develop a well-defined local centre around the station to form a “heart”/focal point to the settlement. Encourage mixed-use areas, including restaurants, cafés, pubs, community/leisure facilities and public realm enhancement to generate a sense of activity and vibrancy.
- Improve frontages, public realm and signage along local parades and around station to prioritise pedestrians.
- Follow guidelines for shop frontages from the Council’s “Shopfronts” SPD (March 2010)x, to ensure they contribute to the overall quality of the street scene. Encourage reinstatement of shop fronts to achieve consistency in appearance.
- Implement more, high-quality street furniture, signage to improve public realm in locations such as Wellesley Road.
- Incorporate focal points and a movement strategy across the area to better connect residents and visitors to nearby open areas.
- Better integrate St Mary’s University site into the wider townscape and make it more accessible for the local community.
- Manage parking and introduce further traffic management to reduce the dominance of cars and promote active travel. Offer more cycle-parking.
- Increase, restore, and maintain street trees and soft-landscaping to preserve “verdant” feel of streets.
- Enhance the quality, functionality and biodiversity of green spaces, by incorporating play equipment, seating and management regimes which encourage wildlife.
- Enhance continuity, connectedness and legibility of the Thames Corridor and provide active frontages to the Thames Path. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Protect the quality of valued views and vistas and enhance views to the riverside.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Strawberry Hill Residential has a good, intact character. The strategy is to **conserve** the calm, leafy, suburban quality of the area and its sense of safety and family focus. There are also opportunities to **enhance** the sense of identity by improving public realm, townscape legibility, and the community/social value of local hubs and parades.







## C6 St Margarets Residential design guidance

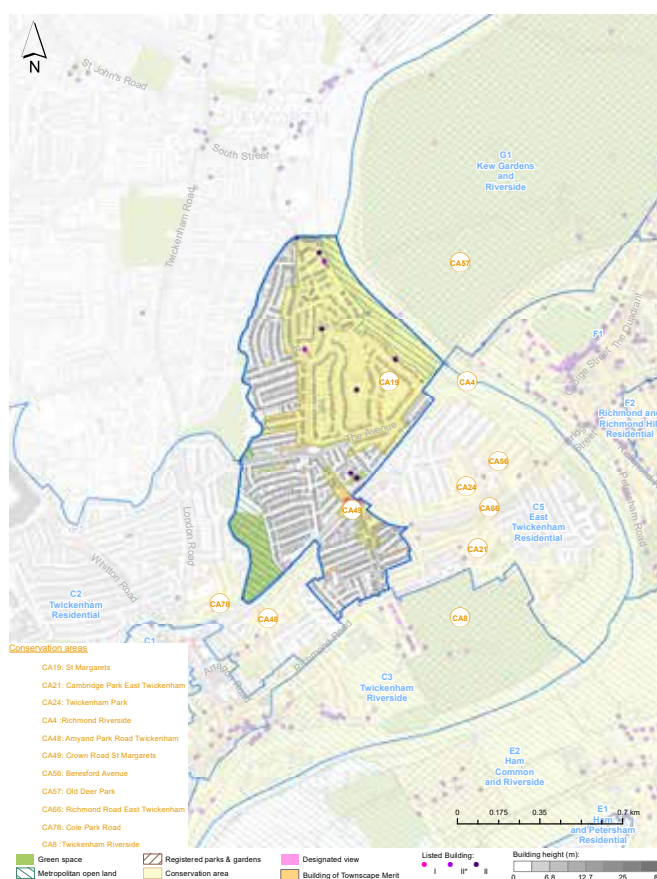
- Refer to the Conservation Area Appraisal, including management strategy, for relevant areas and retain, respect and restore the historic elements, particularly the high-quality period villas.
- Respect the scale and proportions of existing period buildings (2-4 storeys) and streetscape which is fundamental to the character of the area. Potential for some taller developments with design elegance along main roads, height should be stepped back above 4 storeys.
- Conserve, repair or reinstate original period features such as windows, traditional materials and architectural detailing. Encourage use of characteristic materials such as quality red brick.
- Resist external additions to buildings such as roof dormers and rooflights.
- Maintain gaps between buildings and resulting views of mature rear gardens/open space.
- Retain and restore front gardens and boundary walls.
- Upgrade public realm on commercial stretches of streets to reanimate them as a local hub for shops, cafés, and small businesses.
- Improve the local centre function, encouraging more mixed uses and improving public realm (widen pavements, high-quality furniture) to enhance sense of activity and vibrancy.
- Conserve the high-quality, traditional, frontages along St Margarets Road.
- Better design industrial/commercial units to conform to local character, and improve their legibility. Pay careful attention to façades and roof lines, incorporation of trees, and create active frontages and enhanced public realm around them.
- Introduce further traffic management to reduce the dominance of cars along main roads (A316) and promote active travel.
- Conserve and enhance street trees, soft landscaping, and planted front gardens with a focus on biodiversity improvements.
- Refer to the Colne and Crane Valleys Green Infrastructure Strategy (Sept 2019).
- Enhance continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Establish/open/frame vistas to nearby green spaces and along Thames.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong, with a distinctive sense of place and characteristic elements in good condition. Therefore the strategy is to **conserve** existing character and **enhance** elements and features, where appropriate.



## C7 Fulwell and West Twickenham

### Residential design guidance

- Respect the scale and proportions of residential buildings, while recognising opportunities for landmark taller elements with a design elegance along main roads and at key junctions.
- Create new distinctive landmarks with a design integrity which improve legibility and break monotony of area. Surrounding public realm should be proportionately sized so the height does not overwhelm the human scale.
- Resist harmful external additions and extensions to buildings, including roof dormers, porches, and garages.
- Retain and restore front gardens and boundary walls. Better manage parking.
- Ensure good maintenance of building façades and public realm.
- Develop a well-defined neighbourhood centre to the settlement/enhance local parades. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/leisure facilities, to generate a sense of activity and vibrancy along main roads.
- Better design and integrate industrial units to reduce the dominance of their massing through careful attention to façades and roof lines, incorporation of trees, and create active frontages and appropriate proportions along streets.
- Reduce the dominance of vehicle traffic, encouraging active travel and greening roads where appropriate.
- Increase street trees, soft landscaping, and planted front gardens with a focus on biodiversity improvements.
- Refer to the Colne and Crane Valleys Green Infrastructure Strategy (Sept 2019). Embrace the river valley character in adjoining urban spaces by implementing specific planting strategies.
- Enhance the quality, functionality and biodiversity of green spaces, by incorporating play equipment, seating and management regimes which encourage wildlife
- Establish/open/frame views to nearby green spaces along streets and through gaps between buildings.

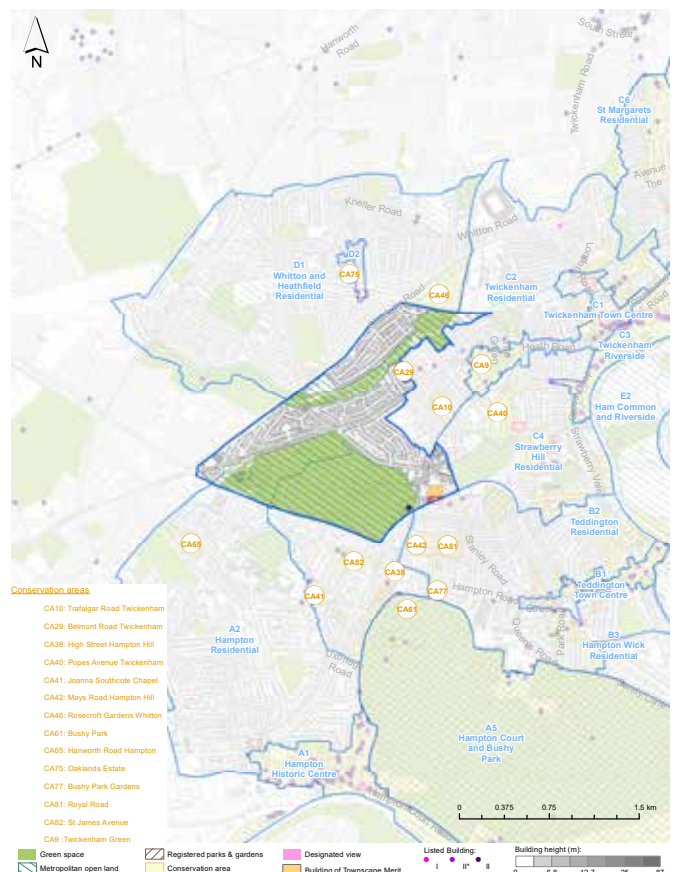
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Fulwell and West Twickenham Residential has a less coherent character than other areas in Richmond. This is due to the absence of landmarks and unremarkable quality/inconsistency of 1930's estates and deterioration in condition of buildings and public realm in some areas. The area benefits from it's proximity to the Crane River Corridor but lacks an established green infrastructure network.

The strategy is to **improve** the character of the area, with future new development and creation of landmarks taking opportunities to add new character and sense of place.





## D Whitton & Heathfield design guidance

### D1 Whitton and Heathfield Residential design guidance

- Respect the residential/suburban scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys; however, wider streets and key junctions may be able to accommodate taller buildings.
- Replace elements of poor design quality that undermine the historic character of the area. Opportunity for new, distinctive landmarks with design integrity to improve legibility. These should be set within high-quality public realm.
- Conserve, repair or reinstate original features in areas of more historic significance, like around Kneller Road.
- Regulate unsympathetic building alterations and additions (satellite dishes/security grilles).
- Conserve the consistency and suburban quality of the area.
- Upgrade public realm along retail parades, and improve building façades and shop frontages, to reanimate them as a local hub for shops, cafés, and small businesses.
- Retain and enhance range of community and leisure facilities. Upgrade surrounding public realm to better integrate them into townscape.
- Reduce severing impact of Chertsey Road and the railway on the townscape.
- Introduce further traffic management to reduce the dominance of cars and promote active travel. This could improve the permeability of the area for pedestrians and create space for “spill-out” from restaurants, cafés and pubs.
- Retain and restore front gardens and boundary walls as an important characteristic that provides consistency to the street scene.
- Enhance the quality, functionality and biodiversity of green spaces and reinforce green street verges.
- Increase, restore, and maintain street tree planting
- Embrace the Crane river valley character in adjoining urban spaces by implementing appropriate planting palettes and wayfinding.
- Establish vistas to nearby green spaces, for instance the Crane Valley beyond Rosecroft Gardens.

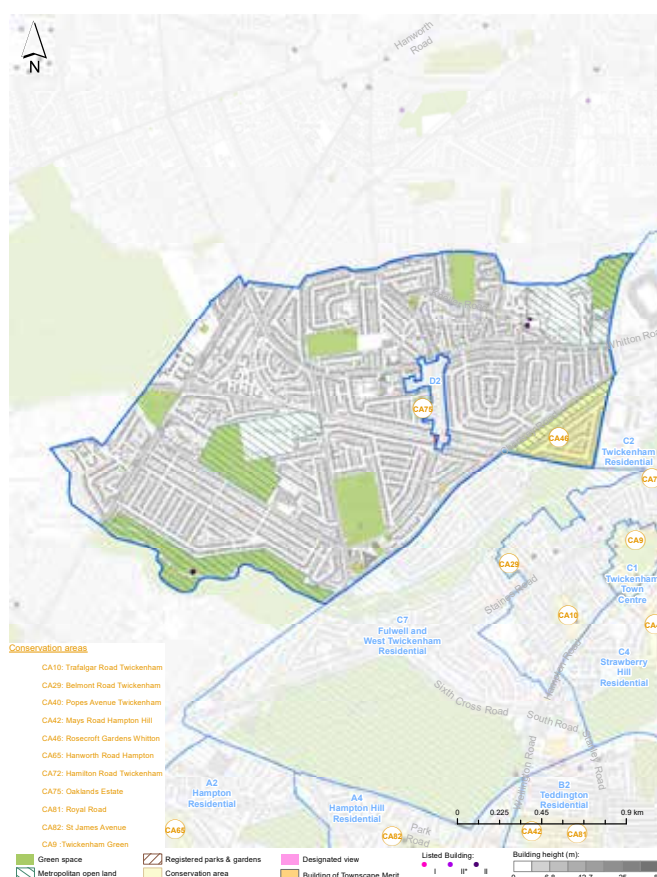
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Whitton and Heathfield Residential has a less distinctive character than other areas in Richmond. This is due in part to the shorter timeframe of the areas development, and the large amount of 1930's housing which has overwritten much of the area's historic fabric.

The strategy is to **improve** the character of this area, with future new development using historic references, as well as taking opportunities to develop new character and sense of place.



## D2 Whitton High Street design guidance

- Respect the consistent scale and proportions of existing parade buildings (not exceeding 3 storeys) and streetscape which is fundamental to the character of the area. Opportunity to increase height of 1-2 storey, modern developments.
- Replace and upgrade the 1960's development between nos 16-30 to improve coherence of street. Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Architectural detailing is an important feature of buildings in this area and avoid plain, oversimplified designs. Encourage use of characteristic materials, such as high-quality red brick.
- Establish guidelines for shop frontages to ensure they contribute to the overall quality of the street scene. Encourage reinstatement of shop fronts to achieve consistency in appearance.
- Retain the mixed uses, including restaurants, cafés and pubs, to maintain a sense of activity and vibrancy.
- Potential to create more of a sense of identity through future landmark developments, enhanced public realm, and gateway features at either end of the High Street.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding, and public realm.
- Review supermarkets and car parking provision to create a better centre, with potential for considered development at the car park site to improve the character of the town centre.
- Continue to improve, and consider temporary pedestrianisation of, roads to create café seating or more width to improve pedestrian experience and reduce the perceived dominance of vehicles.
- Creation of public areas for dwelling rather than just transient spaces.
- Continue to increase, restore, and maintain street-trees and planters.
- Continue to implement more, high-quality street furniture.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Whitton High Street has a fair character and sense of place. The built scale and typology is largely consistent and building façades and public realm are in fair condition. Recent efforts have been made to enhance the public realm, with more planting, better furniture, and more space for “spill-out”. The quality of the area is detracted from by inconsistent shop frontages and dominance of traffic.

The strategy for this area is therefore to **conserve** its uniformity and functionality, and **enhance** its strength of character and identity.





## E Ham, Petersham & Richmond Park design guidance

### E1 Ham and Petersham Residential design guidance

- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys.
- Developments over 4 storeys should demonstrate positive benefits in terms of the townscape and local aesthetic quality, and relate well to their local context. They should be set-back within landscaped surrounds.
- Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Develop a well-defined neighbourhood centre to the settlements. Encourage mixed-use areas, including restaurants, cafés, pubs, and community/leisure facilities, to generate a sense of activity and vibrancy.
- Enhance existing local parades (e.g. Ham Parade, St Richard's Square) and local community facilities, upgrading associated public realm to reanimate areas. Implement high-quality street furniture and planting.
- Improve and restore shop frontages.
- Reduce the dominance of vehicle traffic along main roads and parades.
- Maintain the sense of quiet and suburban quality by containing taller buildings/more urban elements in central areas, such as around Ham Green, and along main roads.
- Ensure that future development respects and enhances the existing architecture and addresses the green spaces/landscape setting well.
- Regulate unsympathetic building alterations that undermine the consistency and quality of the townscape and the “semi-rural” character.
- Avoid any encroachment into the open lands/wider landscape setting that surrounds the settlements and maintain well-defined settlement boundaries.
- Enhance the distinctiveness, quality, and biodiversity value of open spaces within the townscape. Incorporate more play equipment, seating, planting and management regimes which encourage wildlife.
- Conserve and enhance street trees and planted front gardens with shrubs, small trees and hedges with a focus on biodiversity improvements.
- Conserve/open/frame vistas to nearby green space.

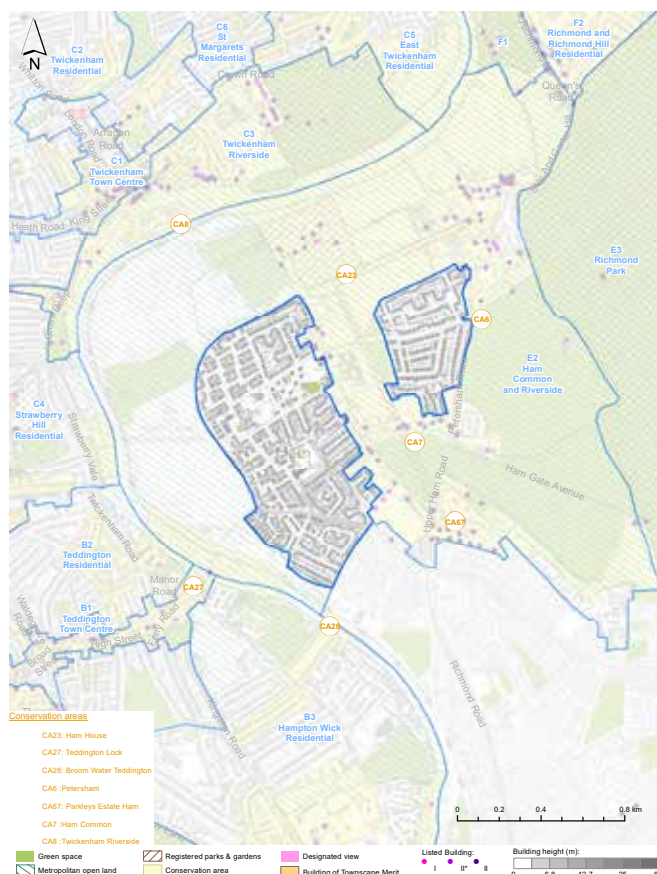
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Ham and Petersham Residential has a less distinctive character and sense of place than other areas within Richmond. This is due to the areas 20<sup>th</sup> century origin, with generally unremarkable built character, and its subsequent lack of heritage and complexity. The area does, however, benefit from its wider landscape setting.

The strategy is to **improve** the character of the area by taking opportunities to create a sense of place, enhancing the existing parades and developing a well-defined neighbourhood centre. The functionality and biodiversity value of the area's open spaces, and the quality of its public realm, will also be improved.



## E2 Ham Common and Riverside design guidance

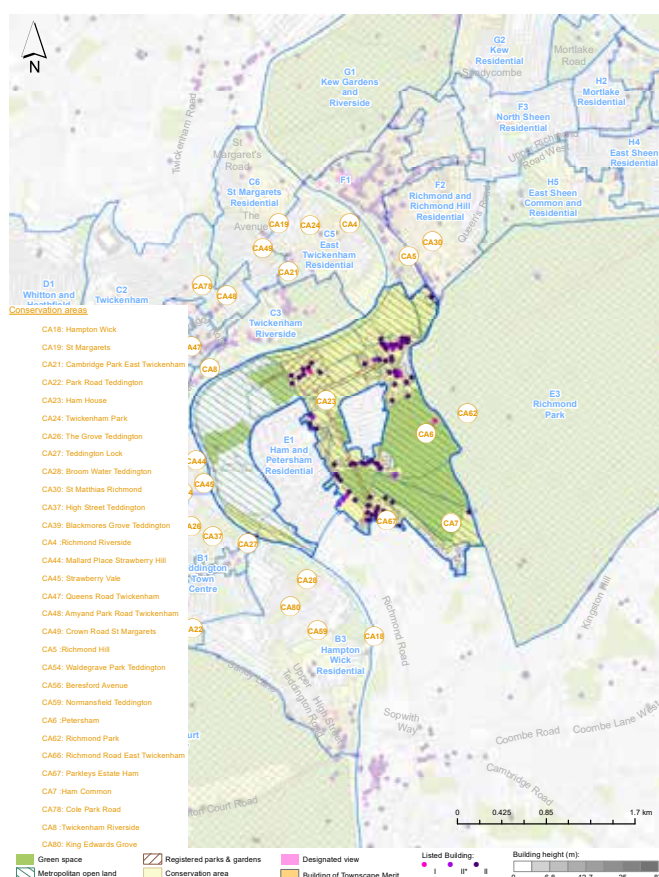
- Respect the setting and proportion of historic features and existing landmark buildings. Refer to the Conservation Area Appraisal, including management strategy, for the relevant conservation areas.
- Avoid any encroachment into the open lands/wider landscape setting from adjacent settlements and maintain well-defined settlement boundaries.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens, including hedges.
- Preserve and reinstate original features in the public realm such as paving slabs, granite kerbs and setts and ensure good maintenance of building façades and public realm.
- Improve the legibility and consistency in built typologies and boundary conditions. Especially around Ham Common.
- Consider a wider public realm or cultural strategy to create a sense of coherence between the many different elements. This should reflect the semi-rural character.
- Improve the design and functionality of the existing riverside car park to ensure it does not detract from the quality of the wider green and blue infrastructure character.
- Ensure green infrastructure is physically connected. Better connect open spaces to the townscape by reducing vehicle presence on intersecting roads.
- Preserve the openness of the MOL and the riverside by resisting development which would affect this perception.
- Enhance local distinctiveness using its relationship with the river and heritage; enhance biodiversity through less intensive management, for example: allowing more natural river banks with off-line wetlands; re-engaging with the river by lowering barriers and paths to make the water accessible.
- Refer to the borough's Parks and Open Spaces Strategic Principles document and Biodiversity Action Plan, which set out actions to conserve and enhance the network of green spaces within this area.
- Preserve linear views along the river.
- Protect the quality of valued views and vistas and maintain and enhance existing wooded skylines and open vistas.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong, with a distinctive sense of place and a high-quality network of open spaces and townscape. Therefore the strategy is to conserve the character, elements and features.





### E3 Richmond Park design guidance

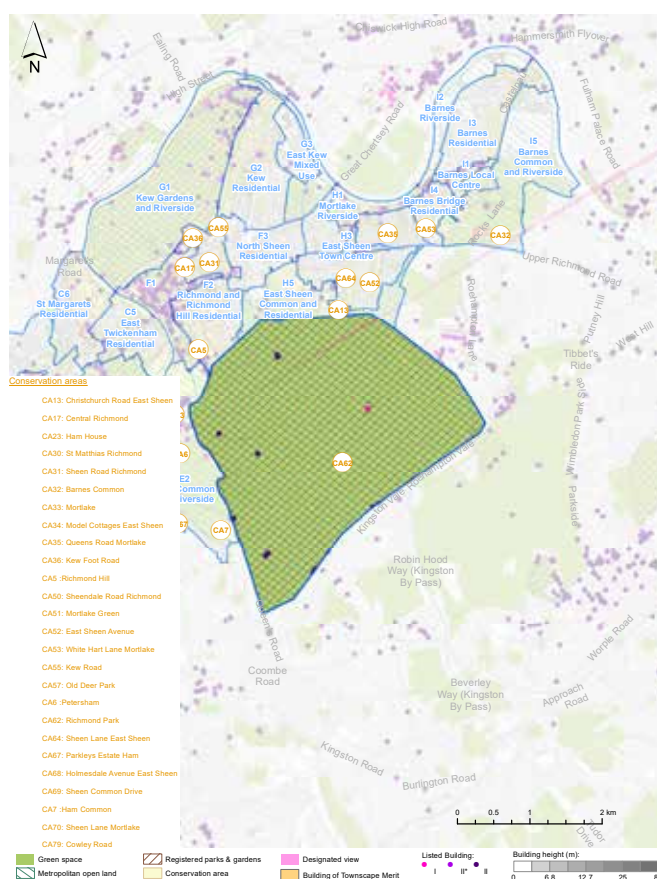
- Refer to the Richmond Park Management Plan (2019-2029), which sets out actions to conserve and enhance the park.
- Resist further erosion of character from peripheral sport's fields and golf courses.
- Protect the quality of valued views and vistas and maintain and enhance existing wooded skylines and open vistas.
- Minimise visual impacts from other character areas through awkward juxtapositions of scale and proportion of taller developments.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

This is a large park of national importance with a rich heritage, ecology, and landscape composition. The existing character of the area is very strong and the strategy is therefore to **conserve** it, enhancing the resilience of particular features to future pressures.



## F Richmond & Richmond Hill

### F1 Richmond Town Centre and Riverside design guidance

- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys in the historic centre; however, main roads and key junctions (notably along the High Street) may be able to accommodate taller buildings if stepped-back.
- Any new taller elements should respect existing character, have design elegance and quality that marks them as landmarks rather than just an attempt to create increased density.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area, avoiding timber or plain façades.
- Maintain high quality of architecture.
- Retain, respect and restore the historic elements, particularly around the Green and the waterfront. Refer to the Conservation Area Appraisal, including management strategy, for development in, or near to, any of the conservation areas.
- Promote active frontages and ensure good maintenance of building façades.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding and high-quality architecture.
- Improve and consider temporary pedestrianisation of roads to create café/restaurant/pub seating or more width to improve pedestrian experience and reduce the perceived dominance of vehicles.
- Reduce prominence of main roads, such as Twickenham Road which severs the Old Deer Park and the parade of shops along Kew Road from the wider townscape.
- Ensure new development along the river contributes to the valued leisure functions. Protect the public and pedestrian nature of the riverside by ensuring controls remain in place for vehicles and restaurant / café seating.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Preserve views along the Thames and establish/open/ frame vistas to nearby green spaces (the Green, Old Deer Park), and the Church of St Mary Magdalene.
- Conserve the open vista from Richmond Hill over the arcadian Thames landscape and minimise visual juxtapositions of scale and proportion.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve

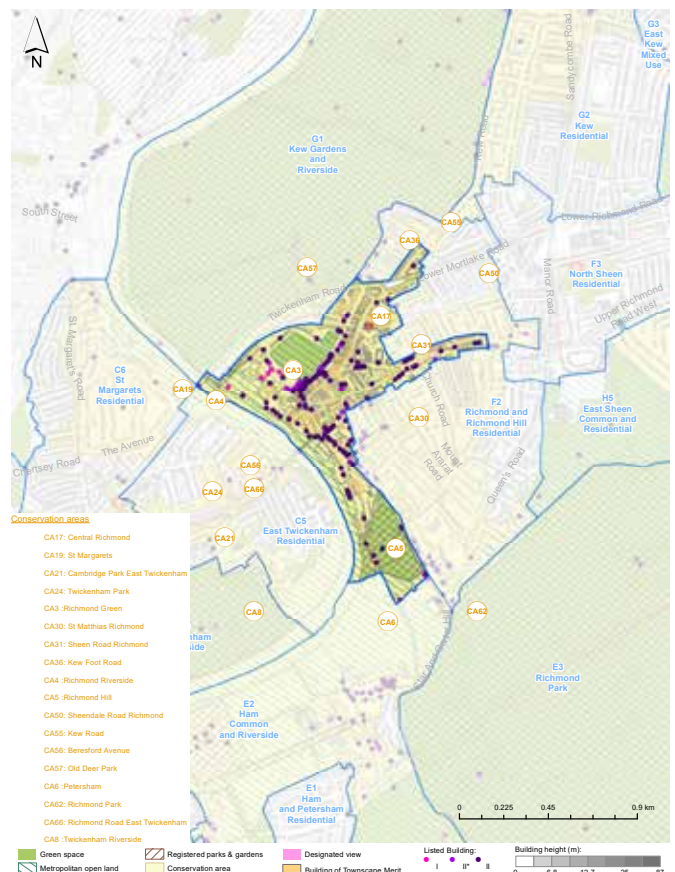
Enhance

Improve

Transform

The Richmond Town Centre and Riverside area has a strong sense of place and heritage, with several areas of high-quality townscape.

The strategy is to **conserve** the richness of townscape and historic elements and **enhance** the identity of specific areas (notably around the station) and the functioning of the area as a town centre.





## F2 Richmond and Richmond Hill

### Residential design guidance

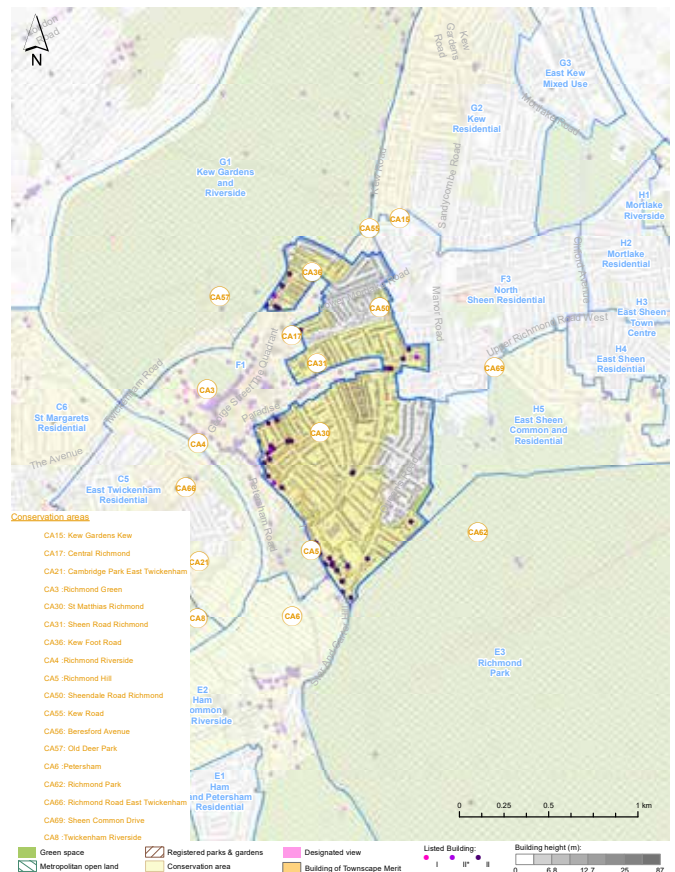
- Respect the scale and proportions of existing buildings and streets. Most streets away from the main roads would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys; however, main roads and key junctions accommodate taller buildings of up to 5 storeys and Queens Road would be better suited by taller buildings that better reflect its scale.
- Any new taller elements should respect existing character, have design elegance and quality that marks them as landmarks rather than just an attempt to create increased density.
- Conserve the consistency in scale and quality of the area, which is sensitive to new development and may be difficult to integrate. If new development is proposed in this area, ensure special attention to the choice of materials, scale, style and massing to reflect the rich townscape of the area.
- Retain, respect and restore the historic elements, particularly listed buildings and buildings of townscape merit. Refer to the Conservation Area Appraisal, including management strategy, for the affected conservation areas.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area, avoiding the use of timber or plain façades.
- Ensure special attention to the choice of materials (London stock, red brick, white render, and stone) and architectural details to reflect the rich townscape of the area, avoiding the use of timber or plain façades.
- Improve and restore shop frontages and encourage independent shops and businesses, emphasising local makers and artisans.
- Replace, upgrade, or better integrate, the multi-storey car park on Paradise Road so that it better addresses the streetscape and is less prominent in views.
- Increase, restore, and maintain street tree planting and increase the number of open spaces.
- Enhance the quality, functionality and biodiversity of green spaces, such as Pethouse Common, by incorporating play equipment, seating and management regimes which encourage wildlife.
- Protect the quality of valued views and vistas, notably views to the St Matthias Church spire.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong and coherent. The strategy is to **conserve** and enhance the key characteristics.



### F3 North Sheen Residential design guidance

- Respect the modest scale and proportions of existing buildings and streets. Some taller buildings exist on main roads but otherwise the scale of built form is very consistent.
- Potential for some larger-scale development around the Old Gas Works. This should be set back in high-quality public realm and have a design elegance and quality that marks them as landmarks.
- Better integrate existing tower blocks so that they better address streets and are a less prominent skyline. This could be achieved by improved landscaping/tree-planting, activating frontages.
- Improve the legibility, connectivity and sense of place of the public estates. Improve natural surveillance, address to the street, architectural quality and provision of green space in existing and new developments.
- Create new distinctive landmarks with a design integrity which improve legibility, focused along main roads and at key junctions. Surrounding public realm should be proportionately sized so the height does not overwhelm the human scale.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Retain and restore front gardens and boundary walls as an important characteristic that provides consistency to the street scene.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art, wayfinding and high-quality architecture.
- Upgrade public realm with high-quality furniture, increased street tree planting, and enhancing the mixed-use function of the area. Improve frontages, public realm and signage along main roads. Encourage independent shops and businesses, Opportunity to create a new central core with a sense of activity and vibrancy.
- Reduce the dominance of vehicle traffic and consider how to 'green' wide roads, either through planting or giving road space over to cycle lanes etc. Reinforce green street verges.
- Reduce severing impact of railway on the townscape.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces, such as the allotments and landscaping around estates.

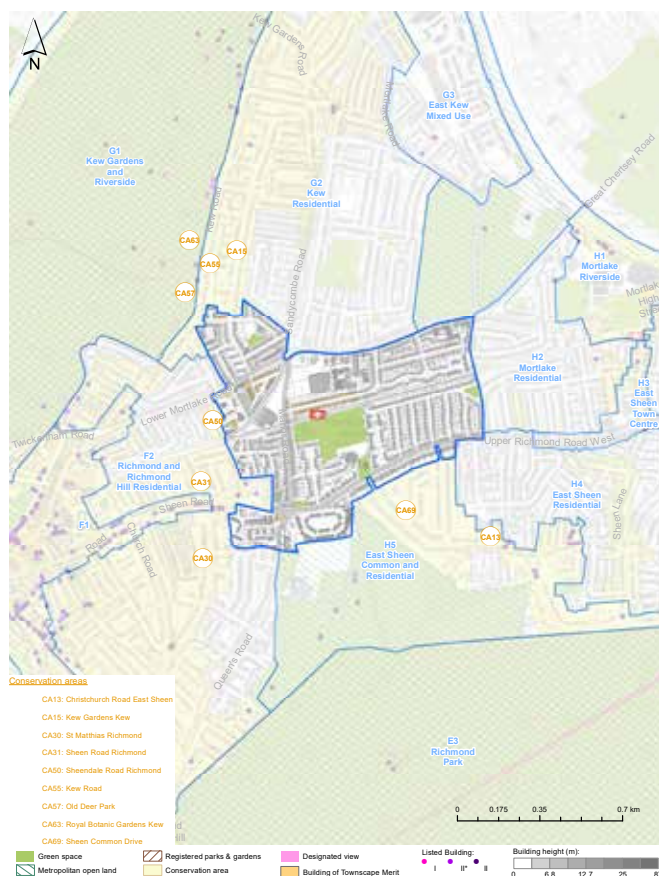
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

There is a need to create a sense of place and identity in this character area. Existing townscape features do not relate to each other well and there is little overarching character.

The strategy is therefore to **improve** the area, through high-quality future development, enhancing the public realm, and the functioning of the main roads as more of a town centre.





## G Kew design guidance

### G1 Kew Gardens and Riverside design guidance

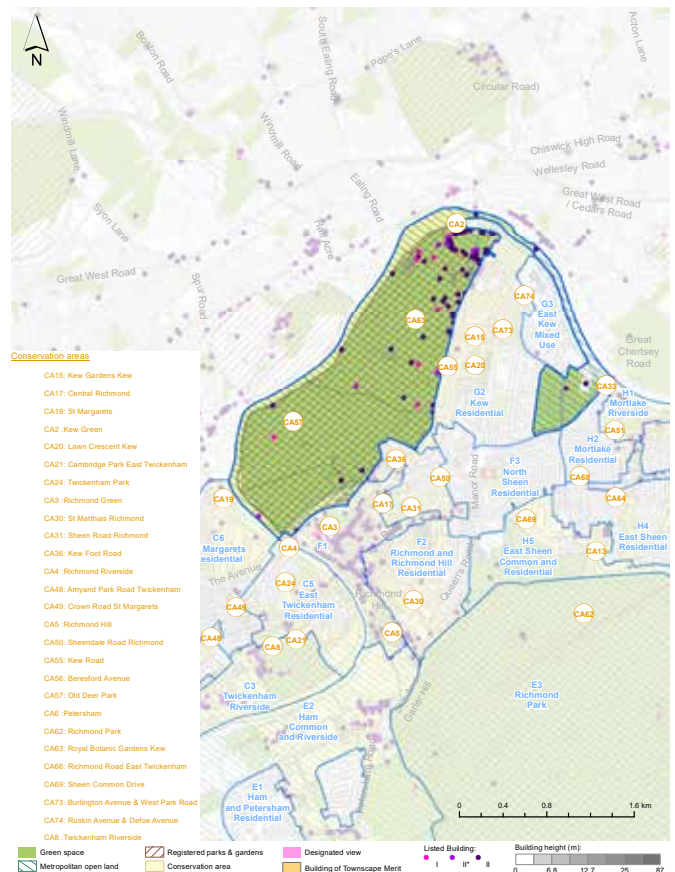
- Refer to the Kew Royal Botanic Gardens World Heritage Site Management Plan (2020-2025), which sets out actions to conserve and enhance the Gardens and their surrounds.
- Refer to the Management and Maintenance Plan for the Old Deer Park.
- Refer to the Conservation Area Appraisal, including management strategy, for Kew Green Conservation Area for detail on how to conserve the common and surrounding high-quality townscape.
- Preserve the openness of the Gardens, parklands, and the riverside, by resisting development which would affect this perception.
- Development proposals should acknowledge the sensitivity of views in the area.
- At the Old Deer Park, strengthen the southern boundary to reduce the impact and potential encroachment of sports developments, adjacent townscape, and Twickenham Road, on the registered park and garden and conservation area.
- Enhance the connectedness of the Thames Path route within the wider Kew townscape and to the adjacent open spaces. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Introduce further traffic management to reduce the dominance of vehicles and promote active travel. This, combined with other interventions, such as increased street trees, could help to reduce the presence and severing impact of main roads such as the A205 and A307 through the area.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area.
- Any development proposals within the neighbouring London Borough of Hounslow must avoid any adverse impacts on World Heritage Site views from the Royal Botanic Gardens and settings of listed buildings on Kew Green.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is very strong, as is reflected by its myriad designations and World Heritage status. The character area contains a series of unique open spaces and townscape that are in excellent condition. The strategy is therefore to **conserve** the character of the area.



## G2 Kew Residential design guidance

- Conserve the consistency and suburban quality of the area, which is sensitive to new development and may be difficult to integrate. If new development is proposed in this area, ensure special attention to the choice of materials, scale, style and massing to reflect the rich townscape of the area.
- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys; however, wider streets and key junctions may be able to accommodate taller buildings up to 4 storeys.
- Look to replace and upgrade much of the modern/20th century infill development which currently detracts from the consistency and quality of character.
- Maintain high quality architecture.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape.
- Retain, respect and restore the historic elements and refer to the Conservation Area Appraisal, including management strategy, for the relevant areas.
- Conserve and enhance street trees and planted front gardens with shrubs, small trees and hedges with a focus on biodiversity improvements.
- Reduce the dominance of vehicle traffic.
- Conserve the high-quality, traditional, frontages along the parade area by the Station and retain/enhance the “spill-out” of venues, including restaurants, cafés, and pubs, to maintain a sense of activity and vibrancy.

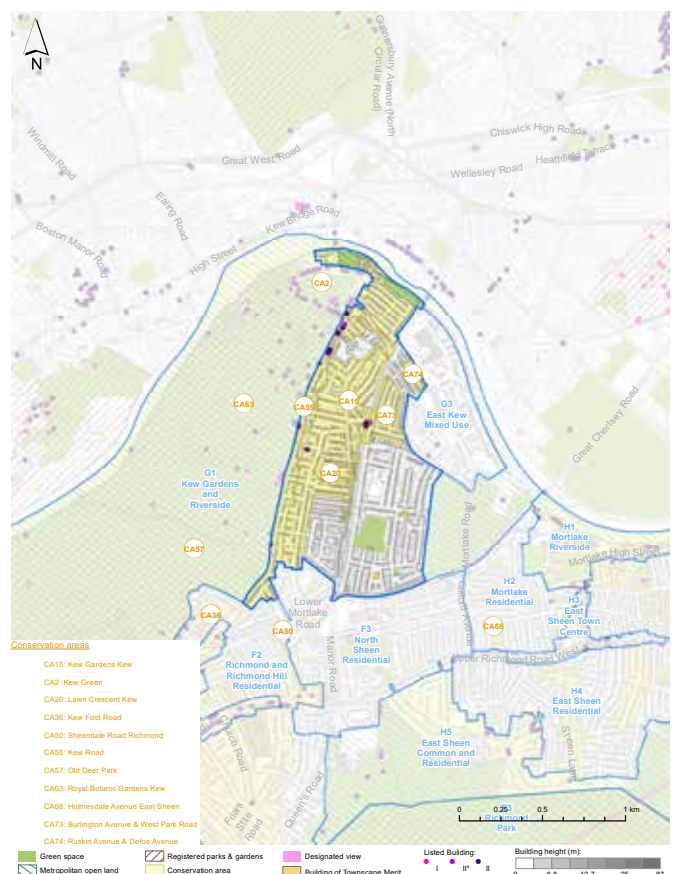
## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong, with a distinctive sense of place and an attractive, suburban quality. The characteristic elements and features are largely in good condition.

The strategy for this area is to **conserve** the character, whilst enhancing existing features where appropriate.





### G3 East Kew Mixed Use design guidance

- There is a need to create a sense of place and identity here. Existing townscape features do not relate to each other well and there is little overarching character.
- The area's mixed character presents the opportunity for adding new development without adversely affecting its character, if well-planned.
- New, taller elements should have design elegance and quality that marks them as landmarks, rather than just an attempt to create increased density. Taller buildings should be set back in landscaped grounds.
- Better design industrial units to provide a stronger sense of place and to reduce the dominance of their massing through careful attention to façades and roof lines, incorporation of trees, and create active frontages and appropriate proportions along streets.
- New development should have distinctive character that creates remarkable landmarks. It should provide excellent and inviting public realm as part of a coherent strategy rather than spaces between buildings.
- Incorporate focal points and a movement strategy across the area, while addressing the poor urban design elements.
- The proposed development for the Kew Biothane Works site is a good precedent for how taller developments can free-up public realm/landscape and improve the permeability of the area.
- Promote active frontages and ensure good maintenance of building façades to enhance the mixed use functionality, with potential for restaurants, cafés and pubs to generate a sense of activity and vibrancy.
- Reduce the dominance of vehicle traffic along Mortlake Road.
- Creation of public areas for dwelling rather than transient spaces, there is potential for this in the area around Melliss Avenue. Public realm could also be enhanced around the Retail Park.
- Improve connectivity within the area, and to the riverside. Currently there are lots of private plots of land and poor legibility.
- Establish more green infrastructure, particularly street trees. Increase and improve open spaces.
- Establish/open/frame vistas to nearby green space, notably the Thames Corridor.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is disjointed and lacks coherence or identity.

Long-term opportunity to **transform** the character of the area into a coherent and attractive area of mixed-use development and services, looking to **improve** the sense of place, public access, and townscape legibility.



# H Mortlake and East Sheen design guidance

## H1 Mortlake Riverside design guidance

- Any new taller elements should respect existing character, have design elegance and quality that marks them as landmarks rather than just an attempt to create increased density. They should respect the modest scale and proportions of buildings and streets in the adjacent residential area.
- The area's mixed character presents the opportunity for adding new development without adversely affecting its character, if well-planned.
- Retain, respect and restore the historic elements, particularly future development around the Stag Brewery site.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area, avoiding the use of plain façades.
- Ensure good maintenance of building façades and public realm.
- Encourage upkeep of boundaries, façades and front gardens. Increase planting in front gardens.
- Retain the mixed uses including restaurants, cafés and pubs at the junction of Mortlake High Street and White Hart Lane to maintain a sense of activity and vibrancy.
- Improve and consider the temporary pedestrianisation of roads or the widening of pavements to create café seating and improve pedestrian experience, reducing the perceived dominance of vehicles. Street furniture should also be enhanced.
- Enhance local distinctiveness using its relationship with the river and historic industry.
- Ensure new development along the river contributes to its valued leisure functions as well as positively addressing Mortlake High Street.
- Enhance continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Preserve views along the Thames.
- Conserve mature trees that soften views of industrial units and integrate new developments by planting large tree species.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Mortlake Riverside has a distinctive sense of place and heritage but its character risks being undermined by inconsistent building typologies, the dominating presence of the A3003, and its increasing disconnect from the Thames.

The strategy aims to **conserve and enhance** the area's existing valued features and heritage assets, and to restore Mortlake's historical prominence and relationship with the Thames.





## H2 Mortlake and East Sheen Railwayside design guidance

- Respect the scale and proportions of existing period buildings and streetscape which is fundamental to the character of the area. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys. There is potential for some larger development in the north west of the character area, so long as it has design elegance and quality.
- Conserve the consistency and suburban quality of the area, which is sensitive to new development and may be difficult to integrate. If new development is proposed in this area, ensure special attention to the choice of materials, scale, style and massing to reflect the rich townscape of the area.
- Consider any new development at the edges of adjacent character areas carefully to ensure the scale fits well with the context of Mortlake Residential. Minimise visual impacts through awkward juxtapositions of scale and proportion.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape.
- Conserve, repair or reinstate original period features such as windows, doors, traditional materials and architectural detailing. These are important features to the consistency of character.
- Retain and restore front gardens and boundary walls as an important characteristic that provides consistency to the street scene and restrict parking over forecourts.
- Refer to the Conservation Area Appraisal, including management strategy, for conservation areas within the character area.
- Incorporate focal points, perhaps by creating/enhancing landmarks at corner plots, an important feature of the townscape. This could improve legibility and help implement a better movement strategy throughout the area.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is distinctive and the townscape is coherent, with typically quiet streets and several areas of high-quality architecture. The strategy is therefore to **conserve and enhance** the character, elements, and features of this character area, restoring particular features where deemed appropriate.



### H3 East Sheen Town Centre design guidance

- Protect the proportions of period buildings along Sheen Lane, while recognising opportunities for developments with a design elegance, of up to 4 storeys. Key corner plots and the larger scale of Upper Richmond Road could support landmark taller elements.
- Create references to historic pattern, uses and elements where possible to bring coherence, legibility and integrity to the character area. Conserve and enhance valued features including the listed and non-listed elements.
- New development should have distinctive character that creates remarkable landmarks. It should provide excellent and inviting public realm as part of a coherent strategy rather than spaces between buildings.
- Establish more distinctive landmarks, and improve existing, to enhance the sense of place and the area's identity as a destination. For instance, the space around the war memorial.
- Better integrate elements of poor design quality that undermine the historic character of the area, notably the 1980's Sheen Lane Centre (although its function as a community hub should be retained). Opportunity for new, distinctive landmarks with design integrity to improve legibility and provide more public realm.
- Establish guidelines for shop frontages to ensure they contribute to the overall quality of the street scene. Encourage reinstatement of shop fronts' original design to achieve consistency in appearance.
- Retain and enhance the mixed uses, including restaurants, cafés and pubs along Sheen Lane to maintain a sense of activity and vibrancy. Encourage independent shops and businesses, emphasising local makers and artisans.
- Increase width and quality of pavements to better facilitate pedestrian movement and engagement with the area, and create public areas for dwelling and “spill-out”, rather than just narrow, transient spaces.
- Consider a wider public realm or cultural strategy to create a sense of coherence between the many different elements.
- Implement more, high-quality street furniture.
- Increase street tree planting and establish more green infrastructure.
- Reduce the dominance of vehicle traffic.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art and wayfinding.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Overall, East Sheen town centre has a fair sense of place and heritage, particularly along the smaller-scale Sheen Lane. The quality and functioning of the area as a town centre has been negatively impacted by several unsympathetic developments, the dominance of vehicle traffic, and the loss of coherence in shop frontages.

The strategy is therefore to restore the historic character of this town centre and to **improve** its public realm and sense of identity, particularly along Richmond Road, to make it a more attractive destination.





#### H4 East Sheen Residential design guidance

- Respect the modest scale and proportions of existing buildings and streets. There is potential for taller buildings, up to 4 storeys, on main roads but otherwise the scale of built form is very consistent and efforts should be made to conserve the skyline.
- Maintain the sense of quiet and calm by containing taller buildings/more urban elements close to main roads and the town centre.
- Refer to the Conservation Area Appraisal, including management strategy, for the Sheen Lane and East Sheen Avenue CA's.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape.
- Consider a wider public realm or cultural strategy to create a sense of coherence between the different townscape elements and improve its coordination.
- Preserve and reinstate original features in the public realm such as paving slabs, granite kerbs and setts. Implement more, high-quality street furniture.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens, including hedges. Restrict parking over forecourts.
- Increase, restore, and maintain street tree planting: many of the streets would have had avenues of trees.
- Reinstate and enhance green street verges.

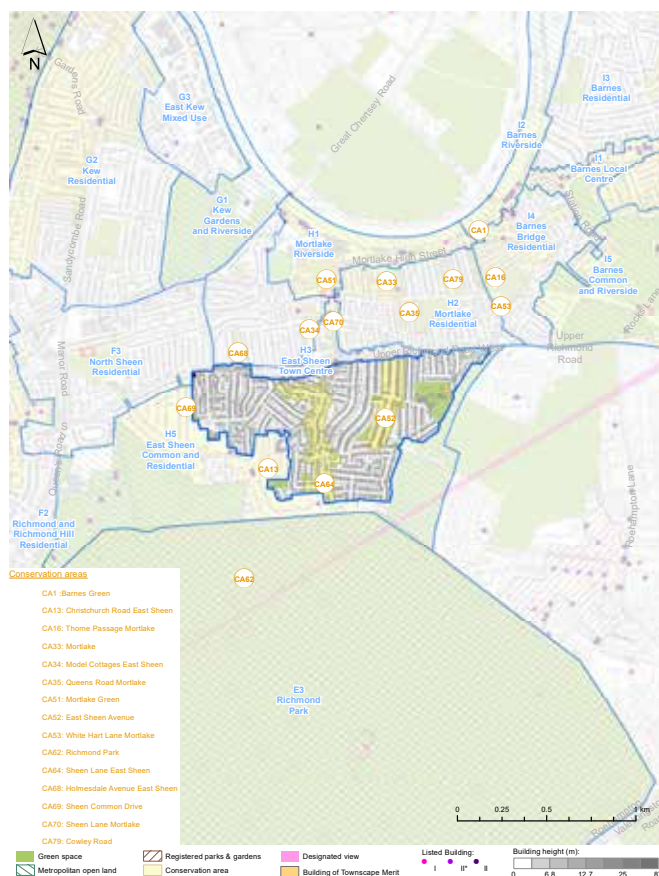
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

*Conserve*   *Enhance*   *Improve*   *Transform*

The existing character of the area is strong and the townscape is well-maintained with a good quality of architecture. Characteristic elements and features, such as tree-lined streets, intactness of conservation areas, and building details, are mostly in good condition.

The strategy is to **conserve** the character, elements, and features, whilst enhancing appropriate areas.



## H5 East Sheen Parkside design guidance

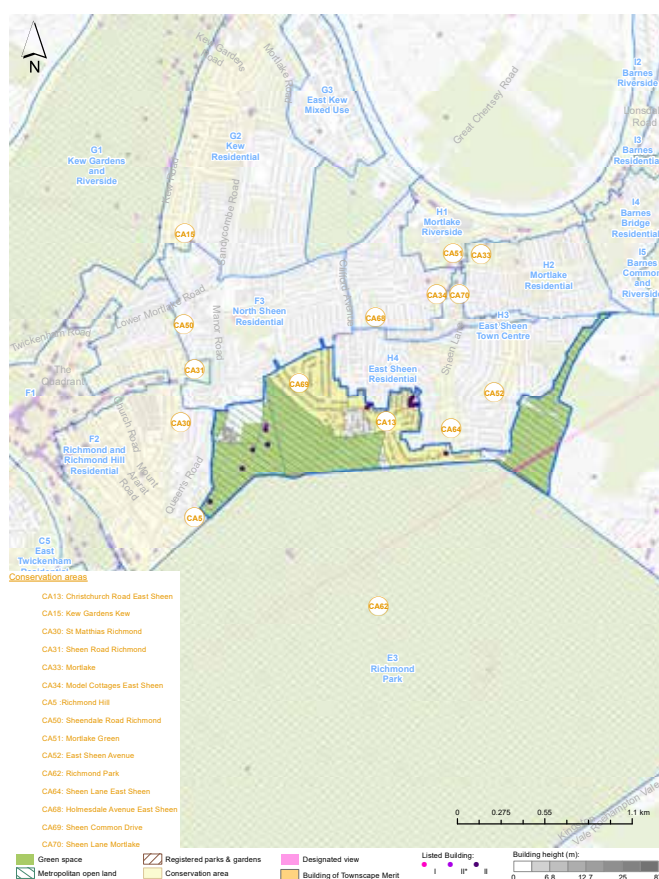
- Respect the scale and proportions of existing buildings and streets. Most streets would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys. New developments should be set back from street within landscaped grounds.
- Retain, respect and restore the historic elements, particularly the traditional architectural features, the conservation areas, and the landscape setting and surrounding parklands.
- Conserve, repair or reinstate original period features such as windows, boundary walls, traditional materials and architectural detailing.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape.
- Retain the sense of space between buildings which affords glimpses to mature gardens and resist excessive infill developments.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens, including hedges.
- Increase, restore, and maintain street tree planting: many of the streets would have had avenues of trees.
- Establish/open/frame vistas to nearby green spaces.
- Enhance the quality and biodiversity of East Sheen Common through less-intensive management plans, habitat creation, and planting more tree species of biodiversity value. Ensure green infrastructure is physically connected, notably along Fife Road, The Mall, and Spencer Gardens.
- Preserve the openness of the parklands by resisting development which would affect this perception.
- Improve boundary treatments and interface with Christ's School.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong, with the open spaces and built areas in good condition. The strategy is to **conserve** the character, whilst enhancing particular features in order to strengthen the area's future resilience.





# I Barnes design guidance

## 11 Barnes Centre design guidance

- Ensure special attention is paid to the choice of materials and architectural details to reflect the rich townscape of this area. Avoid plain, oversimplified designs.
- As a general rule, buildings along High Street should not exceed 3 storeys in height. Any additional height must be stepped back.
- Retain the mixed uses, including restaurants, cafés, and pubs, along High Street and around the Green to maintain a sense of activity and vibrancy.
- Improve and restore shop terrace frontages.
- Future pedestrianisation of A3003 to make area more permeable and reduce the prominence of traffic. This will present an opportunity to create public realm for dwelling as opposed to the existing, narrow and transient pavements along the High Street.
- Implement more, high-quality street furniture.
- Increase street tree planting and planters to soften the area's character and better connect the High Street to Barnes Green.
- Retain Barnes Green as a focal point with views across it.
- Refer to the Conservation Area Appraisal, including management strategy, to help conserve and enhance valued features, including listed buildings and buildings of townscape merit.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

Overall, Barnes Centre has a strong sense of place and is an area of high-quality townscape. The area's character and functionality, however, are negatively impacted by the dominating presence of traffic, especially along the A3003.

The strategy is therefore to **conserve** the built quality, heritage, and overarching character of the local centre, and to **enhance** its historic functionality through better prioritising pedestrian use and accessibility.



## 12 Barnes Riverside design guidance

- Respect the scale and proportions of existing period buildings and streetscape along The Terrace, which is fundamental to the character of the area.
- Future developments should conform to the existing skyline, which is sensitive to tall elements including in other character areas due to the scale of the built form in the area.
- Conserve the quiet and suburban quality of the area, which is sensitive to new development and may be difficult to integrate.
- Ensure special attention is paid to the choice of materials and architectural details of future developments along The Terrace, to reflect the rich architectural quality of this area. Avoid plain, oversimplified design.
- Continue to ensure good maintenance of building façades and public realm.
- Retain the mixed uses including restaurants, cafés and pubs around The Terrace/High Street junction to maintain a sense of activity and vibrancy.
- Consider temporary pedestrianisation of The Terrace to create café/restaurant seating or more width to improve pedestrian experience and reduce the perceived dominance of vehicles. This could serve to better connect the townscape with the Dock Gardens and Thames Path.
- Maintain the quality of the chain of open spaces and the riverside by resisting development which would affect this perception. Potential to enhance riparian planting along the wall at The Terrace.
- Preserve views along the Thames and the green, open, semi-rural feel brought about by its well-vegetated banks along this stretch.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of Barnes Riverside is strong, with a distinctive sense of identity and an abundance of high-quality open space. The townscape along The Terrace is a valued feature that forms an important frontage to Barnes.

The strategy is therefore to **conserve** the character and elements of this area, whilst enhancing existing features where appropriate.





### 13 Barnes Residential design guidance

- Respect the scale and proportions of existing buildings and streets. Streets within the Barnes Green CA would not be able to accommodate buildings exceeding the prevailing height of 2/3 storeys; however, the wider Castelnau Road and key junctions may be able to accommodate taller buildings that conform to the coherent skyline.
- Conserve and enhance valued features including the listed and non-listed elements and the conservation areas.
- Wider streets in sub area a of the character area may be able to accommodate taller buildings that are set back in landscaped grounds.
- Encourage upkeep of boundaries, façades and front gardens. Encourage planting in front gardens, including hedges such as traditional privet hedges. Restrict parking over forecourts.
- Avoid unsympathetic building extensions that undermine the consistency and quality of the townscape. Notably the dormer extensions and window alterations along Lonsdale Road and within sub area a.
- Ensure special attention to the choice of materials and architectural details to reflect the rich townscape of the area within Castelnau and Barnes Green CA's, avoiding the use of timber or plain façades. Maintain the high-quality of architecture.
- Improve frontages, public realm and signage along Castelnau, retaining the current mix of uses that contribute to the sense of activity and vibrancy.
- Introduce further traffic management to reduce the dominance of cars and promote active travel along Castelnau. This could be achieved through 'greening' the road, either through planting or giving road space over to cycle lanes etc. Reinforce green street verges.
- Increase, restore, and maintain street tree planting and improve open spaces such as Castelnau Recreation Ground. Establish more green infrastructure and improve public realm to restore the "village" character in sub area a.
- Improve connectivity within the area, and to the riverside.

### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The high quality of the Castelnau and Barnes Green CA's, the sense of spaciousness, and the prevailing sense of unity across the character area give it an overarching sense of place.

The strategy is to **conserve** the valued elements and features of the area whilst enhancing the consistency of the built environment throughout, and the extent and quality of public realm.



## 14 Barnes Bridge Residential design guidance

- Respect the modest scale and proportions of existing period terraces and streets. Conserve the consistency and suburban quality of the area, which is sensitive to new development and may be difficult to integrate.
- Conserve, repair or reinstate original period features such as sash windows, boundary walls, traditional materials and architectural detailing. Encourage use of characteristic materials.
- Regulate unsympathetic building extensions that undermine the consistency and quality of the townscape. Maintain the historic skyline by ensuring any roof extensions are highly sympathetic to the architectural and street character.
- Consider any new development at the edges of the character area carefully to ensure the scale fits well with the context of adjacent character areas. Minimise visual impacts in other character areas through awkward juxtapositions of scale and proportion.
- Refer to the Conservation Area Appraisal, including management strategy, for White Hart Lane and Thorne Passage CA's.
- Retain and restore front gardens and boundary walls as an important characteristic that provides consistency to the street scene. Restrict parking over forecourt and on pavements.
- Upgrade public realm on short, commercial stretches of streets to reanimate them as a local hub for shops, cafés, and small businesses. Notably around Priest's Bridge, where the preservation and reinstatement of original features in the public realm such as granite sets and concrete/stone paving would benefit the aesthetic.
- Implement more, high-quality street furniture.
- Improve the legibility, connectivity and sense of place of the Westfield apartment blocks. Re-landscape to improve address to the street, provision of green space, and connectedness.
- Increase street tree planting. This could better connect the area to Barnes Common and Thames Corridor. Better manage existing vegetation and open spaces, such as the overhanging vegetation along passageways in the Thorne Passage CA.

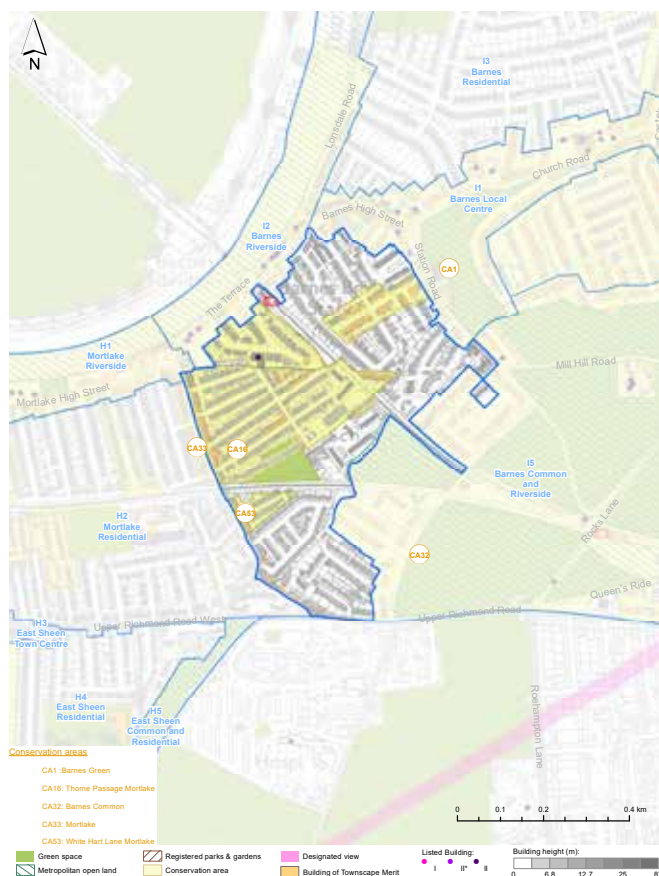
### Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is strong, with a distinctive sense of place and “village” quality. Characteristic elements of the area remain largely in good condition.

The strategy is therefore to **conserve** the character, elements, and features of the area. It should look to enhance existing features, where appropriate, and specific areas (such as Westfield apartment blocks) to improve the overarching conformity of the area.





## 15 Barnes Common and Riverside design guidance

- Preserve the openness of the commons and the riverside by resisting development which would affect this perception.
- Refer to the Barnes Common management Plan and the Woodlands Management Plan for Barnes Common, which set out actions to conserve and enhance the series of valued open spaces.
- Conserve continuity, connectedness and legibility of the Thames Path route. Link to an enhanced movement strategy to improve connectivity with the wider area.
- Conserve and better connect smaller open spaces, such as Vine Road Recreation Grounds.
- Maintain and enhance existing wooded skylines and open vistas and views along the Thames.
- Establish/open/conservate vistas towards Common from nearby built areas.
- Refer to the Conservation Area Study for Barnes Common and Mill Hill. Retain, respect and restore historic elements and surrounding green space. Conserve and enhance valued features including the listed and non-listed elements.
- Enhance the sense of arrival and quality of the public realm at the station, identifying opportunities for art and wayfinding.
- Reduce the dominance of vehicle traffic along intersecting main roads.
- Regulate unsympathetic building extensions that undermine the consistency and quality of Mill Hill CA.
- Consider any new development at the edges of the character area carefully to ensure the scale fits well with the context of adjacent character areas. Minimise visual impacts in other character areas through awkward juxtapositions of scale and proportion. Particularly south of Queen's Ride.
- Develop and enhance the sense of place and focus at Barnes Waterside and south of Queen's Ride, to aid legibility and quality of experience. Improve their integration with their surroundings.

## Character strategy

Based on the current state of the townscape character overall, this is the broad strategy for forward planning and management.

Conserve	Enhance	Improve	Transform
----------	---------	---------	-----------

The existing character of the area is very strong due to its extensive network of high-quality open spaces of metropolitan importance and the distinctive townscape elements that border the Common.

The strategy is to **conserve** this area, whilst continuing to enhance existing features through effective landscape management.



## ***Contact***

### **Kate Anderson**

e: [kate-e.anderson@arup.com](mailto:kate-e.anderson@arup.com)

t: +44(0) 20 7755 3741

### **Arup**

8 Fitzroy Street

London

W1T 4BJ



Please consider the environment before printing this report









## Appendix A

---

### **Tall buildings**



## Appendix A

### Tall buildings

#### A.1 Introduction

This section provides the supporting evidence and justification for the extents and appropriate heights of each of the tall building zones.

The broad areas identified in the tall buildings strategy (see [Fig.373](#) in [Section 4](#)) have been analysed to understand whether there are individual zones within them that have the potential to accommodate tall buildings. In some cases, the analysis of the characterisation notes reveals there is no potential for tall or mid-rise buildings. In other zones, while the potential to increase existing heights was identified, the existing constraints and valued features means they only have potential for buildings up to 5-6 storeys. These areas are shown and described in [Section 4](#). For other zones, the analysis revealed potential for tall buildings 7 storeys or over, and this analysis is summarised here.

The analysis includes a high level assessment of potential impacts on:

- townscape character, including relationship to existing landmarks and the River Thames;
- views and visual amenity, including long range views (particularly local or strategic views);
- heritage assets, including the setting of the Kew Gardens World Heritage Site, Registered Parks and Gardens, Scheduled Monuments, conservation areas and listed buildings.

Tall building zones have been tested using analysis of:

- scenarios developed specifically for this Urban Design Study;
- consented tall buildings and/or masterplans; and
- existing tall buildings and how they contribute (positively, negatively or neutrally) to the existing character of an area.

A summary of the tall building zones is provided in [Table 2](#) and an overview map provided in [Fig.414](#).

#### *Tall building scenarios*

Three sites were selected in consultation with the London Borough of Richmond upon Thames, within which to explore a hypothetical tall building scenario. The sites chosen are intended to give a good representation and coverage of the different types and locations of likely development areas where analysis of existing buildings and consented schemes were not sufficient alone. Other sites were considered for scenarios, but identified as not having the capacity to receive tall buildings.

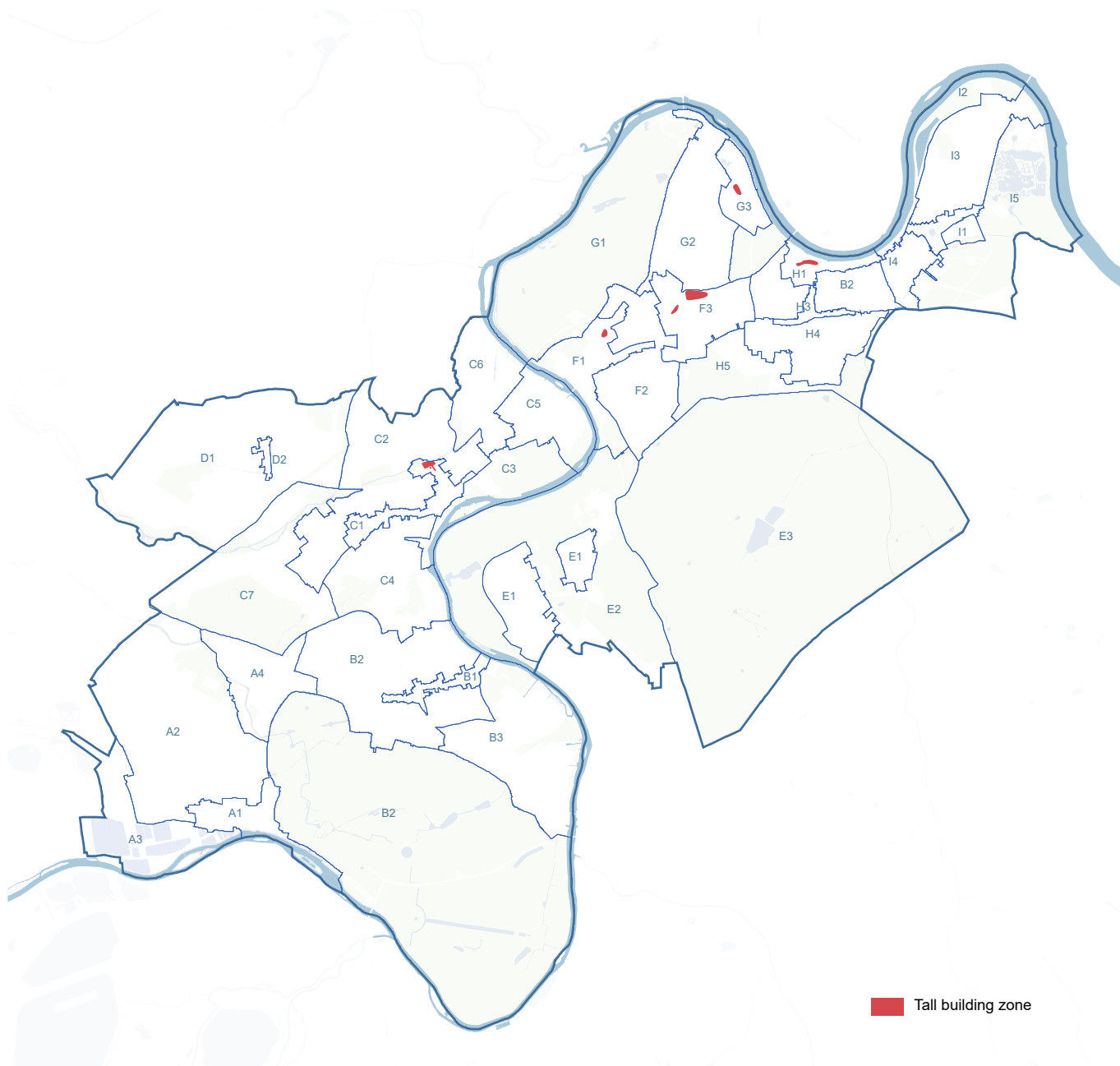
The scenarios developed are prepared solely for the purpose of testing additional height and density at a site and are not intended to be viable site specific masterplan proposals. In all cases, further analysis will be required to determine actual proposals for individual sites on the basis of detailed review and analysis of the specific local context which is not part of the scope of this borough-wide study.

Where scenarios are noted as broadly appropriate in principle this represents the opinion of the writer and not of the Council, with further analysis by future developers required. The development of the scenarios follows the methodology set out in [Appendix B](#), but can be summarised as:

- identification of the relevant density for each site based on the SRQ matrix and PTAL rating;
- prepare the massing and test within the Vu.City software; and
- update the massing where necessary following the analysis.

The following scenarios have been prepared and illustrated:

1. Richmond Station;
2. North Sheen, Lower Richmond Road;
3. Kew Retail Park.



**Fig.414:** Tall buildings zones overview map

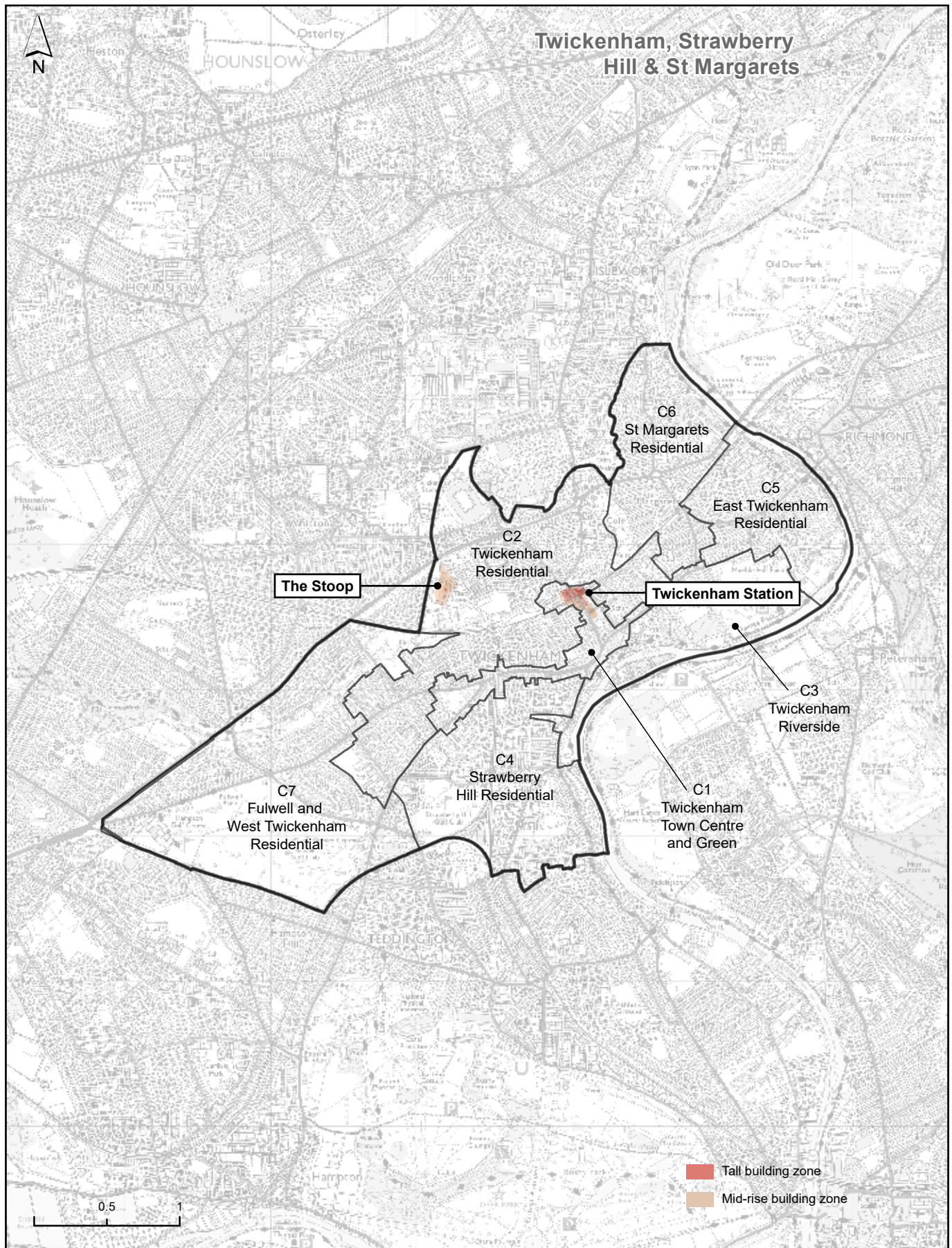
© Crown copyright and database right 2021

Tall building zone	Place	Character area	Appropriate height range (storeys)	Appropriate height range (m)	Justification
<b>Twickenham Station</b>	Twickenham, Strawberry Hill and St Margarets	C1: Twickenham Town Centre and Green	7 to 9	21 to 27	Analysis of existing buildings
<b>Richmond Station</b>	Richmond and Richmond Hill	F1: Richmond Town Centre and Riverside	7 to 8	21 to 24	Analysis of scenario
<b>North Sheen, Lower Richmond Road</b>	Richmond and Richmond Hill	F3: North Sheen Residential	7 to 8	21 to 24	Analysis of scenario
<b>Kew Retail Park</b>	Kew	G3: East Kew Mixed Use	7	21	Analysis of scenario
<b>Stag Brewery</b>	Mortlake & East Sheen	H1: Mortlake Riverside	7 to 8	21 to 24	Analysis of existing and consented buildings

**Table 2** Overview of tall building zones



**Tall buildings zones**  
**Place C: Twickenham, Strawberry**  
**Hill and St Margarets**



**Fig.415:** Twickenham, Strawberry Hill & St Margarets combined Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

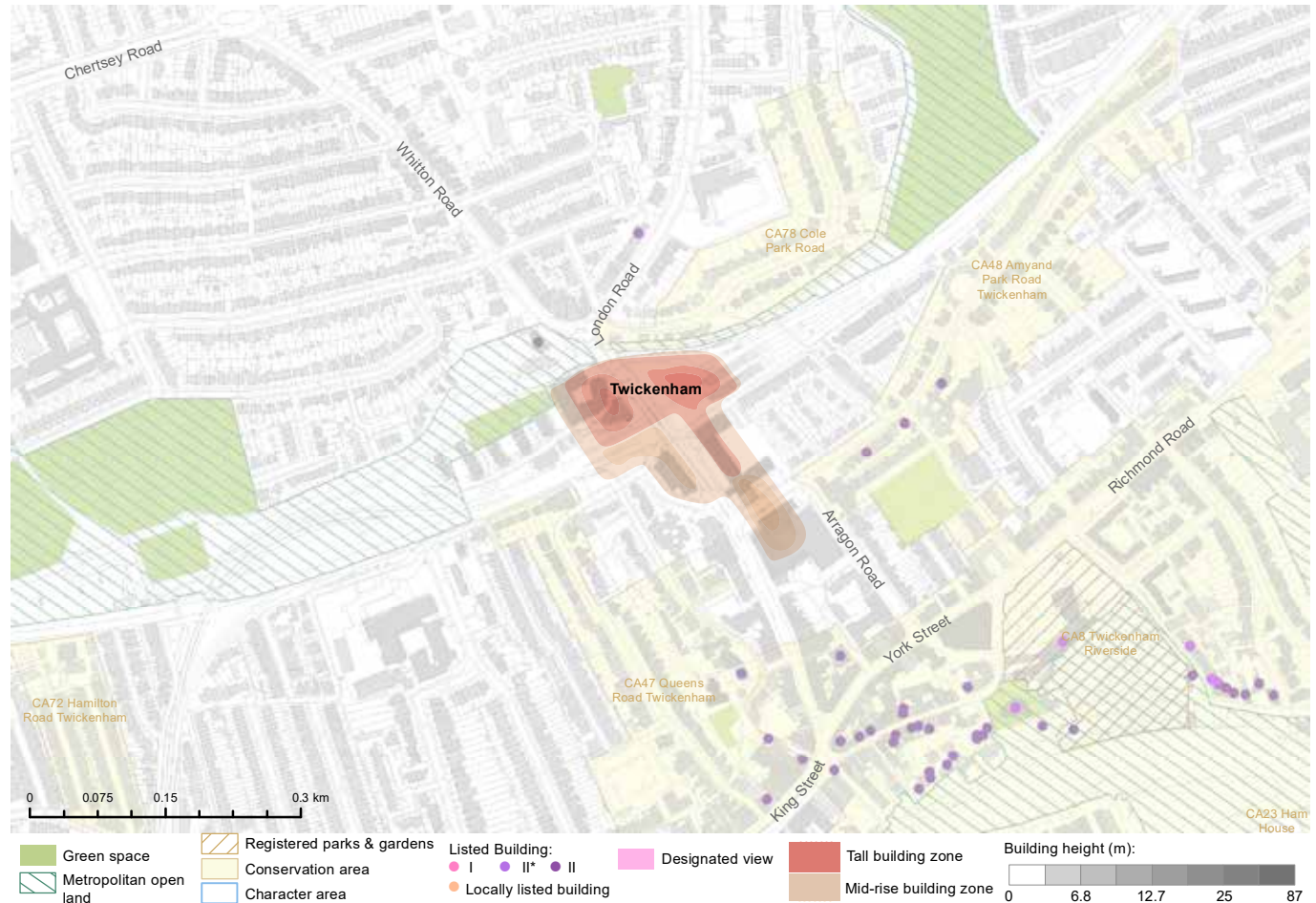


## A.2 Twickenham, Strawberry Hill & St Margarets

### A.2.1 Twickenham Station tall building zone

Existing prevailing height: 3 storeys

Appropriate height: 7-9 storeys (21-27m)



**Fig. 416:** Twickenham Station context map

© Crown copyright and database right 2021



**Fig. 417:** Stepped, 2-7 storey mixed use development at Twickenham Station.



**Fig. 418:** The 9 storey Regal House Travelodge development

Twickenham Station existing site	
<b>Existing use</b>	Mixed use area including station, residential apartment blocks, hotel and commercial space
<b>Existing/consented tall buildings</b>	<ul style="list-style-type: none"> <li>• Twickenham Railway Station</li> <li>• Brewery Wharf</li> <li>• The Exchange</li> <li>• Regal House</li> </ul>
<b>Planning policy</b>	<ul style="list-style-type: none"> <li>• Twickenham Town Centre</li> <li>• Twickenham Area Action Plan</li> </ul>
<b>Designations (within 50m)</b>	<ul style="list-style-type: none"> <li>• Cole Park Road Conservation Area</li> <li>• Twickenham Junction Rough SINC</li> <li>• River Crane SINC</li> <li>• Crane Valley MOL</li> </ul>
<b>Designations (within 100m)</b>	<ul style="list-style-type: none"> <li>• Queen's Road Conservation Area</li> <li>• Amy and Park Road Conservation Area</li> <li>• Other Open Land of Townscape Importance along Arragon Road</li> <li>• Heatham House grade-II listed building</li> </ul>
<b>Conservation areas and high value designations within 500m</b>	<ul style="list-style-type: none"> <li>• Twickenham Riverside Conservation Area</li> <li>• Church of all Hallows grade I listed building</li> <li>• York House Registered Park and Garden</li> </ul>
<b>PTAL rating</b>	Very good
Urban design study	
<b>Character area</b>	C1 Twickenham Town Centre and Green (Restore)
<b>Other character areas within 250m</b>	<ul style="list-style-type: none"> <li>• C2 Twickenham Residential</li> </ul>
<b>Sensitivity</b>	Medium
<b>Probability</b>	High
<b>Capacity</b>	High

### Justification: Existing buildings

This analysis tests the appropriate building height of the Twickenham Station tall building zone, using the existing buildings across the area. There is limited space remaining for additional tall buildings within this zone, except for potential redevelopment.

The zone occupies the area around the station and north of the railway line, including the recently constructed development at the station which rises to 7 storeys above street level. On the opposite side of London Road to the new development there are 5 storey recent developments. The tallest existing building in the zone is a late 20th century 9 storey Travelodge hotel, which presents an uninteresting façade to the street. This building includes a lower ground which negotiates to the difference in level between the ground at the rear of the building and the level of the street at the front.

The strategy for Twickenham Town Centre and Green is to enhance the townscape to create a coherent distinctiveness to the area by strengthening existing character with upgrades to inconsistent buildings and plots to a similar quality as that of the recent station development. Design guidance includes encouraging arts, culture and leisure developments, widening

pavements and creating more high quality public realm, establish more green infrastructure including street trees and ensuring the scale of new buildings fit well with the context of adjacent character areas.

### Analysis

Evidence gathered through site visits and the character area profile indicate that the heights of the existing main blocks which characterise this zone (9 storeys above street level at their highest) do not negatively impact the character of the area (although the building/ façade quality does).

The zone sits along the wide London Road within large plots that flank the railway, which is in cutting at this point. Therefore, buildings up to 9 storeys high respond positively to the overall scale of the townscape at this location and provide a strategic landmark noting the centre and railway station of Twickenham. The zone also sits alongside a general presence of more height along this part of the town centre, with a number of 20th century developments around 4 to 5 storeys. These form a transition to the smaller scale centre to the south (near the river) and the surrounding residential areas.

Buildings taller than existing would risk adversely affecting the character and setting of the surrounding residential streets which are generally characterised by 2-3 storey period terraces and semi-detached houses. In particular, development must step down towards Cole Park Road Conservation Area to the north of the zone, as demonstrated by the recent station development.

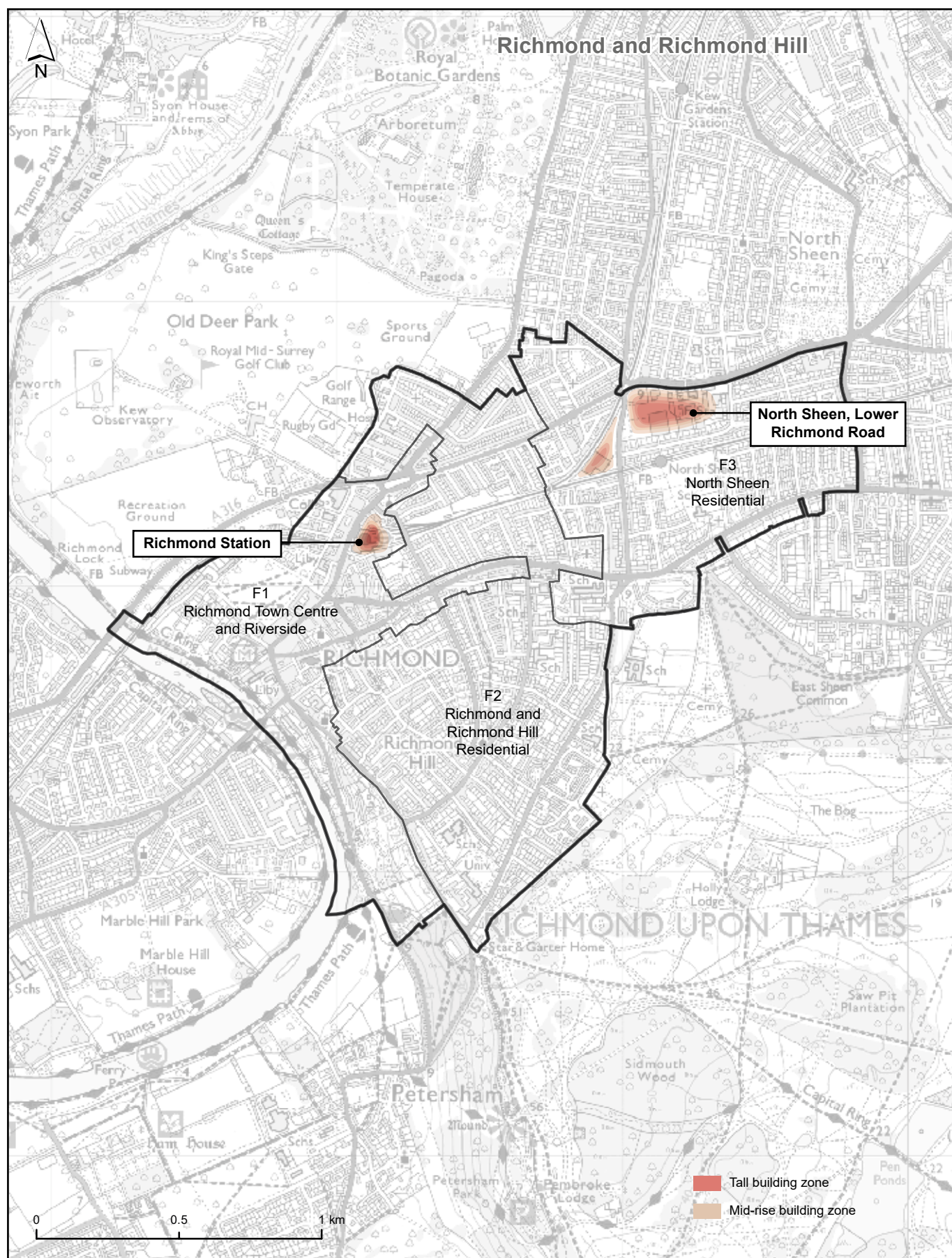
Amyand Park Road Twickenham Conservation Area also sits close to the southern edge of this tall building zone. This is also characterised by 2-3 storey period houses, and new development should step down appropriately towards this, as reflected in the mid-rise building zone which provides a transition.

The zone assumes appropriate offsets from surrounding locally listed buildings, and 2-3 storey buildings on Station Road, London Road and to the north of the character area. The surrounding context of relatively low prevailing building heights, Metropolitan Open Land and proximity to residential areas, limits the capacity of the area to accommodate tall buildings. Particular sensitivities include the locally listed Cabbage Patch pub on London Road, locally listed railway cottages and grade II listed Heatham House on Whitton Road.

The tallest elements of any development should be set well within the zone respecting the scale of the surrounding streets and buildings. Taller heights are best accommodated by using the change in gradient down the hill to the south.



**Tall buildings zones**  
**Place F: Richmond and Richmond Hill**



**Fig.419:** Richmond and Richmond Hill combined Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021

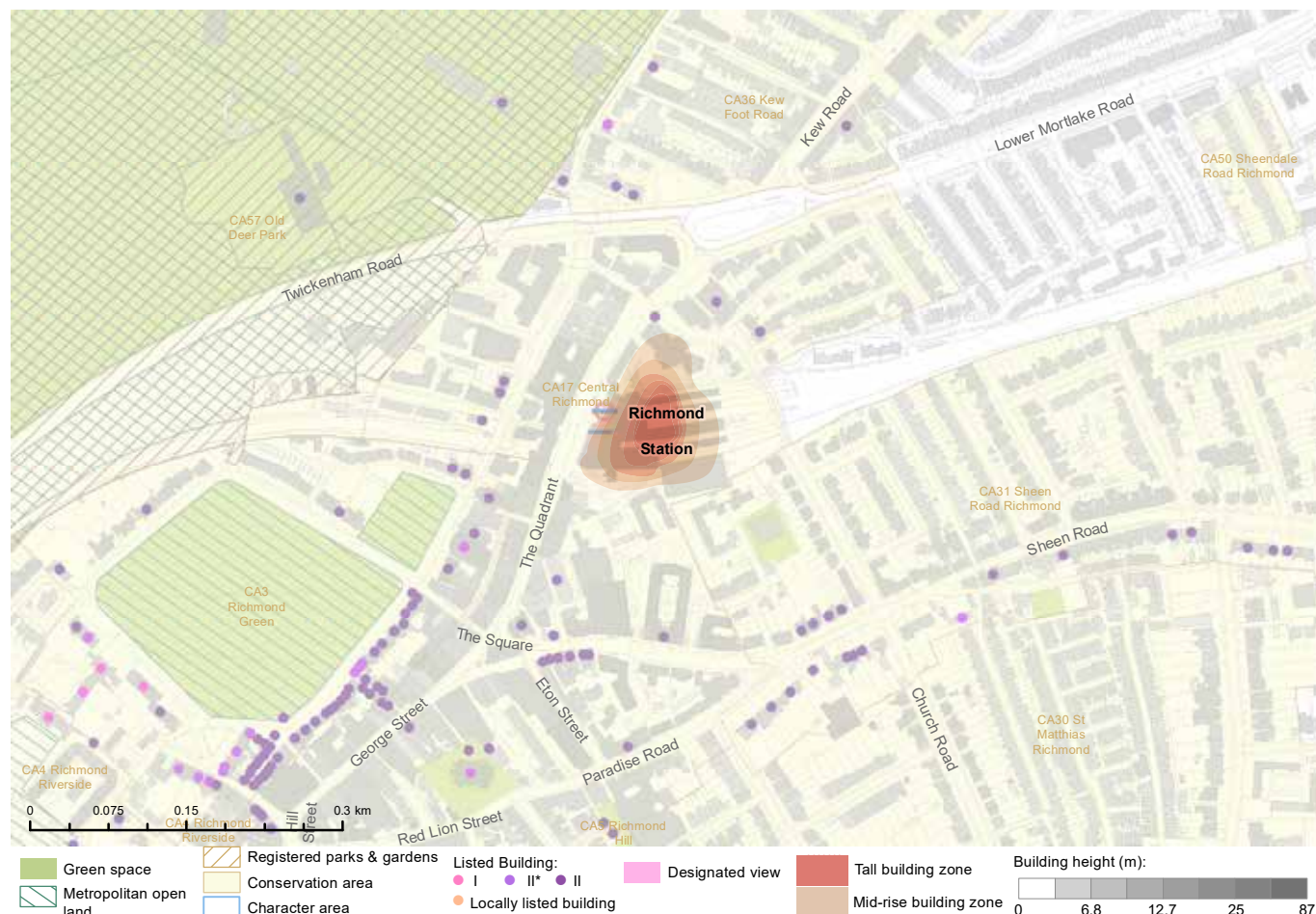


## A.3 Richmond and Richmond Hill

### A.3.1 Richmond Station tall building zone

Existing prevailing height: 3 storeys

Appropriate height: 7-8 storeys (21-24m)



**Fig. 420:** Richmond Station context map

© Crown copyright and database right 2021



**Fig. 421:** Public realm and scale of buildings at Richmond Station forecourt.



**Fig. 422:** Richmond station and surrounding buildings viewed from Church Road as it crosses the railway line to the east

Richmond Station existing site	
<b>Existing use</b>	Mixed use area including station, car park, residential apartment blocks and commercial space
<b>Existing/consented tall buildings</b>	<ul style="list-style-type: none"> <li>Richmond Station building</li> <li>No. 27 building, mixed use mid-rise development</li> <li>NCP Station Car Park, multi-storey car park</li> </ul>
<b>Planning policy</b>	<ul style="list-style-type: none"> <li>Richmond Town Centre</li> <li>Richmond Station Site Allocation</li> </ul>
<b>Designations (within 50m)</b>	<ul style="list-style-type: none"> <li>Central Richmond Conservation Area</li> </ul>
<b>Designations (within 100m)</b>	<ul style="list-style-type: none"> <li>Sheen Road Richmond Conservation Area</li> <li>Richmond Green Conservation Area</li> <li>Five listed buildings (grade II) within the zone</li> </ul>
<b>Conservation areas and high value designations within 500m</b>	<ul style="list-style-type: none"> <li>Old Deer Park Conservation Area</li> <li>Richmond Riverside Conservation Area</li> <li>St Matthias Richmond Conservation Area</li> <li>Richmond Hill Conservation Area</li> <li>Kew Foot Road Conservation Area</li> <li>Royal Botanic Gardens, Kew, World Heritage Site buffer zone</li> <li>1-4 Maids of Honour Row, The Gate House and The Old Palace grade I listed buildings</li> <li>Old Deer Park Registered Park and Garden</li> </ul>
<b>PTAL rating</b>	Excellent
Urban design study	
<b>Character area</b>	F1 Richmond Town Centre and Riverside (Conserve/Improve)
<b>Other character areas within 250m</b>	<ul style="list-style-type: none"> <li>G1 Kew Gardens and Riverside</li> <li>F2 Richmond and Richmond Hill Residential</li> </ul>
<b>Sensitivity</b>	High
<b>Probability</b>	Medium
<b>Capacity</b>	Medium-high
Richmond Station scenario	
<b>Site Area</b>	1.95ha
<b>Total residential units</b>	138
<b>Non Residential GEA</b>	3,373 sqm
<b>Density (dph)</b>	71

### Justification: Scenario

A scenario for the Richmond Station site has been developed to test the appropriate building height of this tall building zone. The character profile notes an underwhelming sense of arrival at Richmond Station due to the impact of some unsympathetic buildings opposite and also detracting post-war development such as the multi-storey car park to the rear.

The zone occupies the area around the station, set back from The Quadrant which forms the spine of the high street. The zone includes a surface car park to the north of the station, some commercial buildings which rise to 5 storeys above street level and a multi-storey car park to the south of the station.

The strategy for Richmond Town Centre and Riverside is to conserve the richness of the townscape and historic elements whilst looking to enhance the identity

of specific areas, notably around the station. The design guidance notes the need to respect the scale and proportions of existing buildings and streets, with taller buildings needing to be stepped back. It also notes that any new taller elements should respect existing character, have design elegance and quality that marks them as landmarks with special attention to materials and details and avoiding plain façades. At the station specifically the opportunity to enhance the sense of arrival and quality of the public realm is noted.

The scenario has been developed in line with the following principles:

- Active ground floors throughout to maintain and reinforce the high street setting and introduce a new feeder street with commercial/retail at ground floor with residential above.
- The Quadrant elevation set back to line with locally listed station building respecting height and enclosing a coherent arrival space.
- Taller element set back behind primary frontage to provide a shoulder/frame for the building of merit.
- Development serves as a landmark gateway element which marks the arrival point in Richmond. This also would add to medium range legibility providing a reference point.
- The generation of a new 'laneway' between The Quadrant and Church Road, a recognisable pattern of the historic development of a high street urban grain.



Fig.423: Richmond Station Scenario massing model



### *Extent of visibility*

The ZTV indicates limited near distance visibility of the scenario due to the set back from The Quadrant. There may be glimpses of the uppermost level of the building from the street level, but these would likely be limited and incidental. The building may be highly visible down the railway line from the east, but this would be tempered by the fact that these views only occur when the railway is crossed laterally. The highest parts of the scenario may be visible from wider open views to the east and north, including from the Old Deer Park and Kew Gardens. However, visibility would in reality be heavily limited by intervening mature tree cover. The development would also be seen in the urban backdrop of residential streets across Richmond Hill.



**Fig. 424:** Scenario zone of theoretical visibility plan

© Crown copyright and database right 2021

### *High level townscape, visual and heritage assessment*

#### **Baseline**

The following valued features may be affected:

#### **F1 Richmond Town Centre and Riverside:**

- The exceptionally high quality townscape, buildings and historic character.
- Historic townscape elements and streets

#### **F2 Richmond and Richmond Hill Residential:**

- High scenic quality and unified street scene of the period houses, mature trees and high quality materials.
- Listed and unlisted buildings of high quality including locally distinctive buildings.

#### **G1 Kew Gardens and Riverside:**

- High scenic quality of the connected and expansive green spaces and the River Thames Corridor, and the rural quality of the soft river edge.
- Sense of openness, with the majority of the area designated as Metropolitan Open Land.
- Views from the Old Deer Park Registered Park and Garden.

The following townscape features/characteristics/views may be affected:

- Richmond Railway Station Building of Townscape Merit;
- the setting of O'Neills 28 The Quadrant (including a landmark turret) Building of Townscape Merit adjacent to the zone;
- the setting of Bull and Bush 1 Kew Road Building of Townscape Merit opposite Richmond Station;
- the historic character and proportions of The Quadrant including the numerous listed buildings and Buildings of Townscape Merit along its length;
- the setting of the locally listed road bridge on Church Road to the east.
- the small-scale character of period terraces within Central Richmond Conservation Area, particularly along Larkfield Road and St John's Road; and
- the historic character of notable buildings within Sheen Road Conservation Area to the south east of Richmond Station, particularly along Sydney Road.

## Assessment

The scale, character and historic richness of buildings along The Quadrant are fundamental in dictating the potential capacity and height of development within this zone. The scenario illustrates that there is potential for some additional height, but only where this is substantially set back within the plot and away from the road frontage.

Development within the zone is also restricted by the station building itself, which is designated as a Building of Townscape Merit, and therefore neighbouring development should not be out of keeping with its scale or significance as the entrance to the main railway station within the borough. Therefore, the tall building zone has been fully set back across the whole frontage onto The Quadrant to preserve the integrity of this locally important building. This set back also serves to protect the setting of other nearby Buildings of Townscape Merit, along The Quadrant.

The extent of the zone is limited to the south-east by the small-scale residential character of properties along Sydney Road (also a conservation area and Buildings of Townscape Merit). Similarly, it is limited to the north-east by the period 2-3 storey terraces of Larkfield Road and St John's Road in Central Richmond Conservation Area. These areas sit within the adjacent Richmond and Richmond Hill Residential character area. There is not considered to be any capacity for tall buildings beyond the existing 5 storey block to the north of the station beside the surface car park.

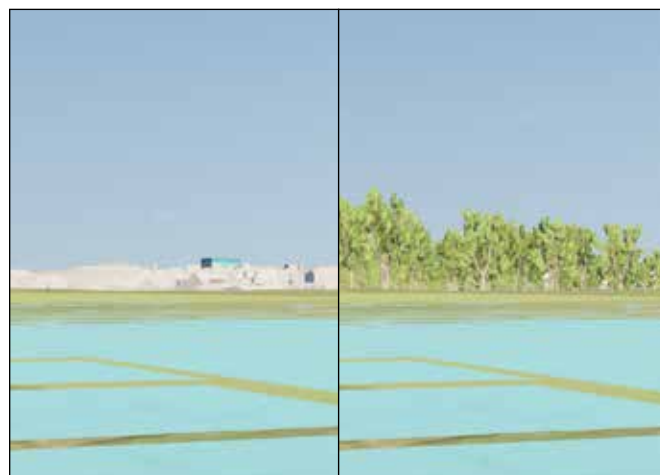
With a maximum height of 8 storeys, development would generally not be apparent within wider views from the surrounding townscape, including the Old Deer Park and Kew Gardens. Mature trees would generally obscure the majority of visibility, and any upper parts of a development would be seen against the context of the rising landform of Richmond Hill rather than presenting a skyline feature from certain views. A sample of views are provided to illustrate this.

While a building slightly taller than 8 storeys would be unlikely to be overly visible from the open spaces of Kew, it would be considered to have an adverse effect on the historic character and proportions of Richmond Town Centre and a number of conservation areas both within and around it. The taller elements would dwarf the scale of 2-4 storey historic landmark buildings and the historic, winding, narrow character of the streets in the area.

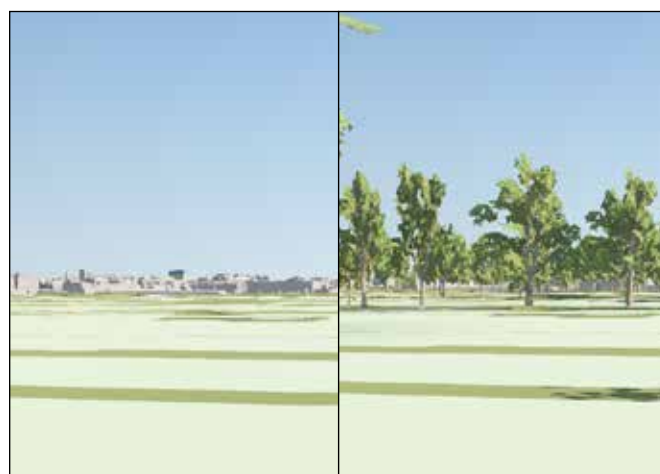
The zone includes a significant level difference (up

to 2 storeys) from near the railway to the surrounding streets (including The Quadrant). Therefore there is an opportunity within the zone to take advantage of the level difference and change in ground plane where roads rise over the railway line.

None of the valued features, views or key features would be adversely affected by developments of up to 7-8 storeys if well designed and planned.



**Fig.425:** Views towards the scenario at Richmond Station from the Old Deer Park in Kew. The image to the left shows the top of the tallest element of the scenario just visible in the distance above the intervening built form, while the image to the right illustrates how in reality this will be heavily obscured by trees



**Fig.426:** Views towards the scenario at Richmond Station from Kew Gardens World Heritage Site. The image to the left shows the top of the tallest element of the scenario just visible in the distance above the intervening built form, while the image to the right illustrates how in reality this will also be heavily obscured by extensive mature tree planting



### A.3.2 Lower Richmond Road, North Sheen

Existing prevailing height: 3 storeys

Appropriate height: 7-8 storeys (21-24m)



**Fig. 428:** Sainsburys behind the trees and shrubs of the OOLTI fronting Manor Road



**Fig. 429:** Homebase site to the west of Manor Road, with a view to the 3 storey building on the other side of the railway at the right of the image

Lower Richmond Road, North Sheen existing site	
<b>Site Area</b>	2.63 ha
<b>Existing use</b>	Mixed use area including fire station, residential apartment blocks and large floor-plate commercial units
<b>Existing/consented tall buildings</b>	<ul style="list-style-type: none"> <li>Consented mixed use development on Homebase site, Manor Road, with multiple blocks up to approximately 34m (11 storeys).</li> </ul>
<b>Planning policy</b>	<ul style="list-style-type: none"> <li>Sainsbury's Supermarket Site Allocation</li> <li>Market Road Industrial Land &amp; Business Park</li> </ul>
<b>Designations (within 50m)</b>	<ul style="list-style-type: none"> <li>OOLTI along Manor Road between sites</li> </ul>
<b>Designations (within 100m)</b>	<ul style="list-style-type: none"> <li>Sheendale Road Conservation Area</li> <li>Manor Road Allotments OOLTI</li> </ul>
<b>Conservation areas and high value designations within 500m</b>	<ul style="list-style-type: none"> <li>Sheen Road Richmond Conservation Area</li> <li>Sheen Common Drive Conservation Area</li> <li>Kew Gardens Conservation Area</li> <li>Kew Road Conservation Area</li> <li>Kew Foot Road Conservation Area</li> <li>Old Deer Park Conservation Area</li> <li>Royal Botanic Gardens, Kew, World Heritage Site buffer zone</li> <li>Old Deer Park Registered Park and Garden</li> </ul>
<b>PTAL rating</b>	Medium-good
Urban design study	
<b>Character area - (and strategy)</b>	F3 North Sheen Residential - (Improve)
<b>Other character areas within 250m</b>	<ul style="list-style-type: none"> <li>F2 Richmond and Richmond Hill Residential</li> <li>G2 Kew Residential</li> </ul>
<b>Sensitivity</b>	Low
<b>Probability</b>	High
<b>Capacity</b>	Medium-high to high
North Sheen, Lower Richmond Road scenario	
<b>Site area</b>	2.63ha
<b>Total residential units</b>	417
<b>Non Residential GEA</b>	6,517 sqm
<b>Density (dph)</b>	159

### Justification: Scenario testing

A scenario for the Lower Richmond Road, North Sheen site has been developed to test the appropriate building height of this tall building zone. The character profile notes the disruptive influence of major transport routes including Lower Richmond Road, which harshly abuts the adjacent residential areas, forming an unattractive, indistinct frontage. The commercial development around Homebase and Sainsburys is noted as being land-locked and disconnected from its context, unsympathetic to the wider 2-storey architecture. The 11-storey tower block estates are noted as poorly integrated into the wider townscape and loom over the surroundings, having a detrimental effect on character.

The zone occupies the area within the centre of the two plots of land east and west of Manor Road. The area to the west of Manor Road (the Homebase site) is the subject of a recently consented tall building application. The area to the east of Manor Road incorporates the

site allocation on the existing Sainsburys site and car park. It also extends further east to include existing developed areas with relatively larger scale and grain.

The strategy for North Sheen Residential is to improve the identity and character of the area through high quality development. The design guidance notes the need to respect the modest scale and proportions of existing buildings and streets, with taller buildings around the old gas works site set back in high quality public. It also notes that any new taller elements should respect existing character, have design elegance and quality that marks them as landmarks with special attention to materials and details and avoiding plain façades. It notes the opportunity to enhance character and create a town centre with activity and vibrancy.

The scenario has been developed in line with the following principles:

- Deep block structure rather than tower typology responds to the surrounding context and reflects existing coarser grain to the east.
- Taller blocks located in the centre of the site, stepping down to the southern interface with 2 storey houses on Manor Grove and north to a mid-rise zone fronting Lower Richmond Road.
- Introduces strong frontage and enclosure onto Lower Richmond Road.
- Assumes vegetation/screening to the southern interface with Manor Road, with development on the site backing on to rear gardens.



Fig.430: Scenario massing model



### ***Extent of visibility***

The tallest elements on the site are in two blocks set into the centre of the plot. Visibility of the interior courtyard block is largely limited to near distance views, with some visibility from the southern part of the Manor Road allotments. The ZTV indicates that the highest parts of the scenario may be visible from wider open views to the north east and north west, including from the Old Deer Park and Mortlake Cemetery. However, visibility from these open spaces would in reality be heavily limited by intervening mature tree cover. The scenario would also be visible in distant views east along Lower Richmond Road and would be seen in the urban backdrop of residential streets within Kew Residential, including in views from North Sheen Recreation Ground. The ZTV indicates there would be no visibility from the following conservation areas: Sheendale Road, Sheen Common Drive, Kew Road.



**Fig. 431:** Scenario zone of theoretical visibility plan

© Crown copyright and database right 2021

### ***High level townscape, visual and heritage assessment***

#### ***Baseline***

The following valued features may be affected:

#### **F3 North Sheen Residential:**

- Manor Road Allotments (OOLTI).
- Consistent quality and semi-suburban feel to streets such as Manor Grove.
- Buildings of townscape merit on Manor Grove.

#### **F2 Richmond and Richmond Hill Residential:**

- High scenic quality and unified street scene of the period houses, mature trees and high quality materials.
- Listed and unlisted buildings of high quality including locally distinctive buildings.

#### **G1 Kew Gardens and Riverside:**

- High scenic quality of the connected and expansive green spaces and the River Thames Corridor, and the rural quality of the soft river edge.
- Sense of openness, with the majority of the area designated as Metropolitan Open Land.
- Views from and the setting of the Old Deer Park Registered Park and Garden.

The following townscape features/characteristics/views may be affected:

- views from green spaces including North Sheen Recreation Ground and Raleigh Gardens;
- OOLTI along Manor Road;
- the setting of Sheen Road, Richmond Conservation Area;
- the setting of Kew Foot Road Conservation Area.

## Assessment

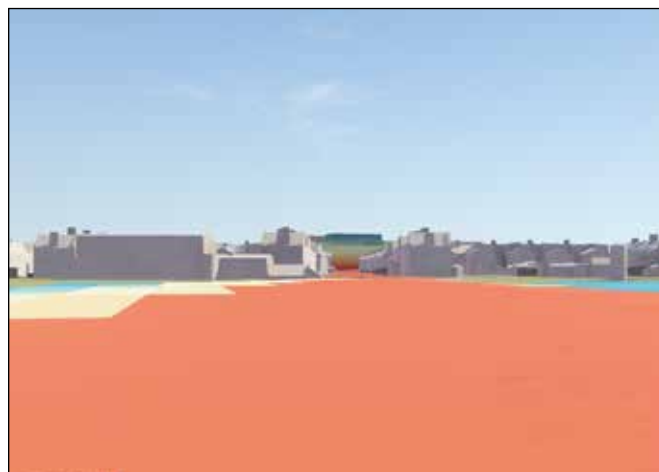
The existing character and scale of the site provides opportunity for a development that could positively enhance the character of the area. The scenario illustrates that there is potential for some height if set back within the site, but achieving a sensitive relationship with the surrounding smaller scale and grain will be fundamental.

There will be limited visibility of the scenario from within the closest conservation areas (Sheendale Road Sheen Road, Richmond and Sheen Common Road) and therefore the heights illustrated in the scenario would not be likely to give significant affect to their setting or heritage value. There would potentially be occasional and limited visibility from Kew Foot Road Conservation Area, although only from the areas closest to Lower Richmond Road. There may also be views from Old Deer Park Conservation Area and Registered Park and Garden. Although the ZTV indicates potential visibility from within the Royal Botanic Gardens, Kew, World Heritage Site buffer zone, these will be heavily filtered/screened by vegetation and the surrounding boundary wall and there is unlikely to be an effect.

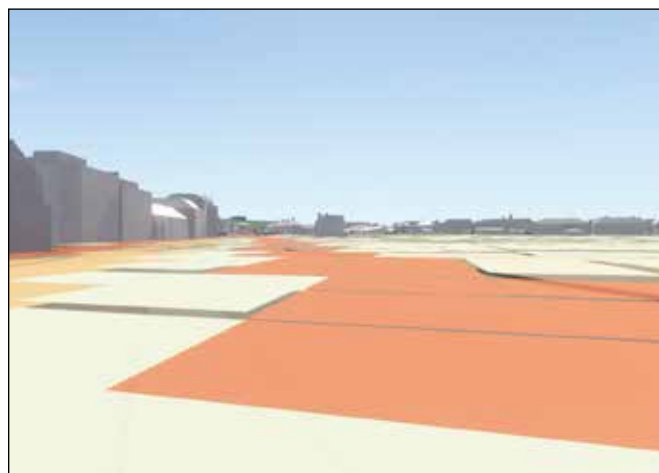
The character profile notes that the existing 11 storey tower close to the site adversely affects the character of the area. Whilst the blocks of up to 8 storeys as illustrated in the scenario are not considered to adversely affect character and views, they are noticeably taller than surroundings as shown in the view from Dancer Road. Heights in excess of this may therefore give rise to unacceptable impacts owing to the relationship of the surrounding small scale urban grain and semi-suburban character. This includes views from open spaces within the North Sheen Residential character area.

The set back of the taller elements within the site is important to ensure there is not an awkward juxtaposition between smaller scale terraces on Manor Grove.

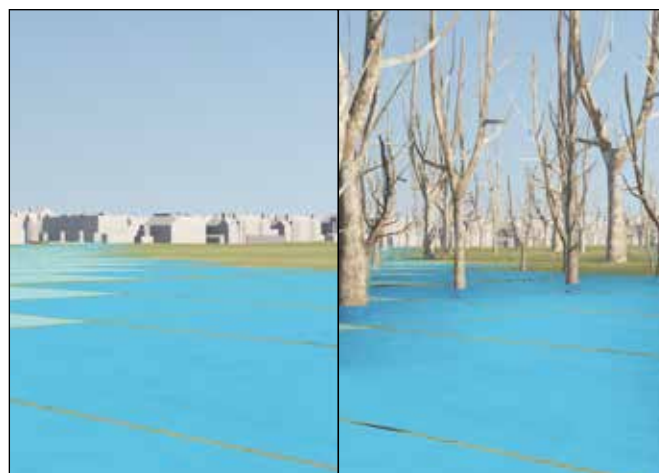
None of the valued features, views or key features would be adversely affected by developments of up to 7-8 storeys if well designed and planned.



**Fig.432:** View along Dancer Road from North Sheen Recreation Ground. The 5 storey frontage of the scenario here closes the vista with the top of the 8 storey block visible beyond, stepping up behind. Overall the height of the scenario block is in proportion with the surrounding context.



**Fig.433:** View towards the scenario from Lower Richmond Road shows that the scenario would be visible from a distance, rising up above the scale of surrounding buildings. Providing variation in roofline of any proposed development on this site will help integrate it into views.



**Fig.434:** Views towards the scenario from Kew Gardens World Heritage Site. The image to the left shows the top of the tallest element of the scenario just visible in the distance above the intervening built form, while the image to the right illustrates how in reality this will also be heavily obscured by extensive mature tree planting



**Tall buildings zones**  
**Place G: Kew**

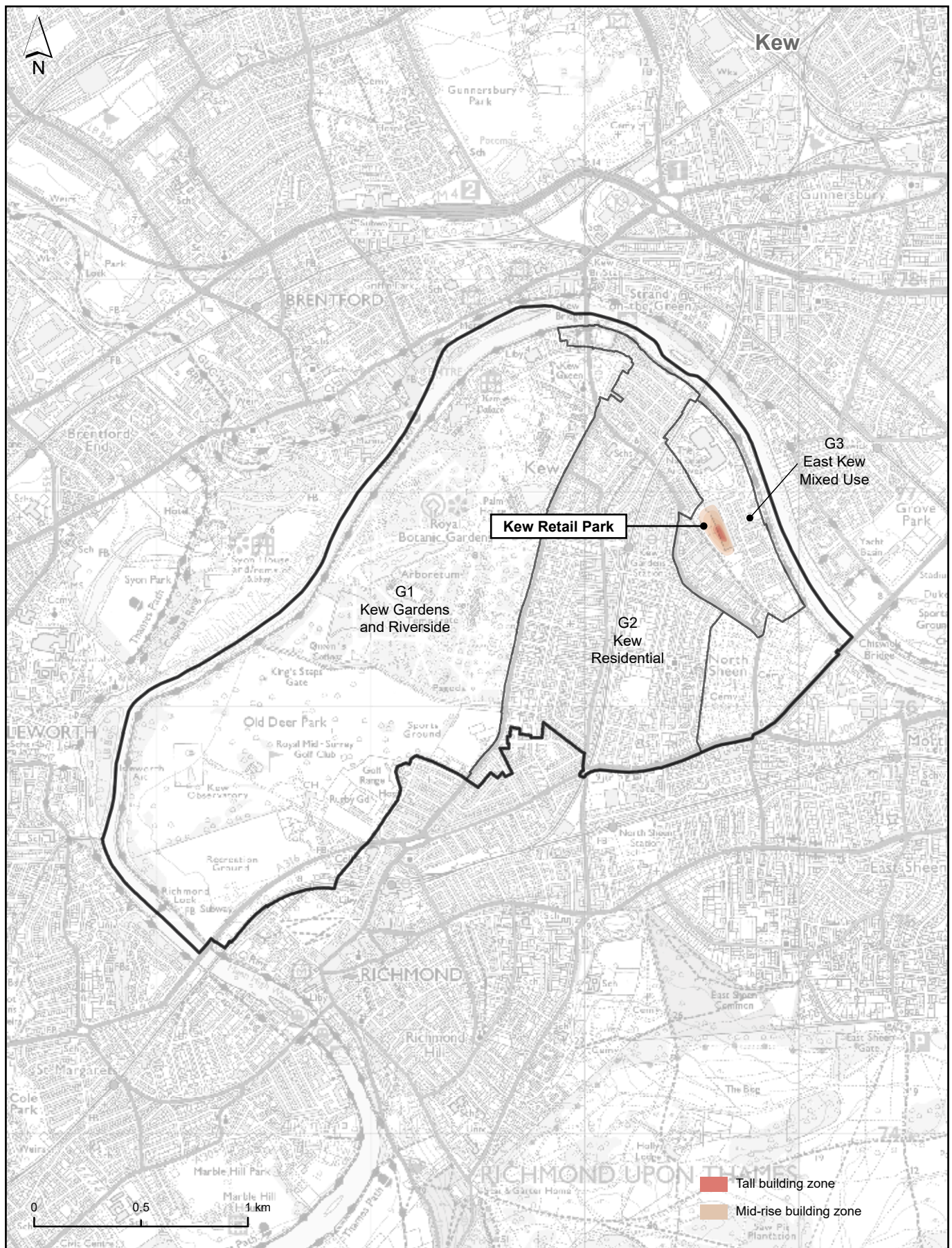


Fig.435: Kew combined Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021.

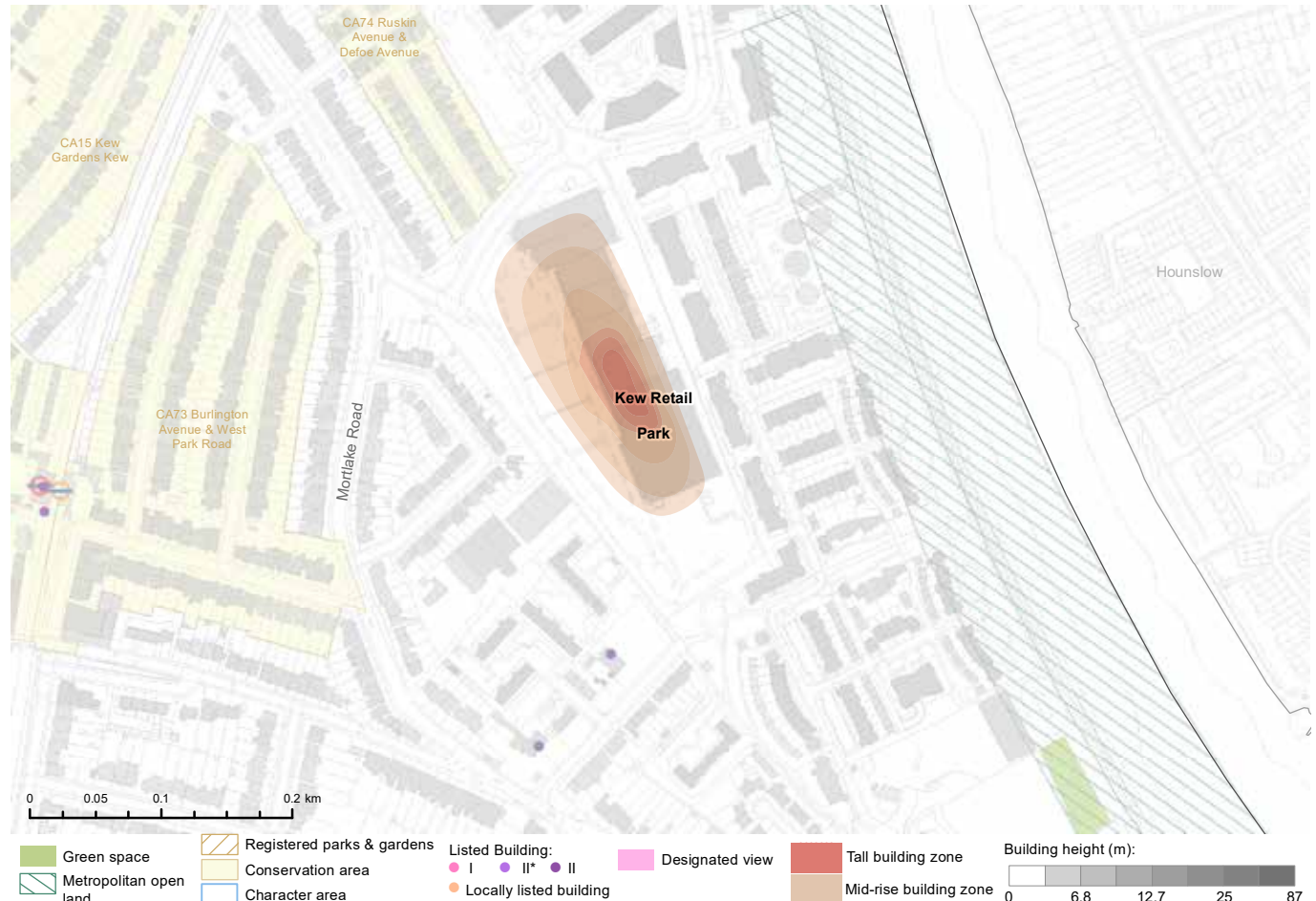


## A.4 Kew

### A.4.1 Kew Retail Park tall building zone

Existing prevailing height: 3 storeys

Appropriate height: 7 storeys (21m)



**Fig. 436:** Kew Retail Park context map

© Crown copyright and database right 2021



**Fig. 437:** The existing retail units and car park at the Kew Retail Site.



**Fig. 438:** The site viewed from the entrance from Bessant Drive

Kew Retail Park existing site	
<b>Existing use</b>	Commercial/retail
<b>Existing/consented tall buildings</b>	• Large floor-plate retail units
<b>Planning policy</b>	• Thames Policy Area
<b>Designations (within 50m)</b>	• Ruskin Avenue and Defoe Avenue Conservation Area
<b>Designations (within 100m)</b>	• Grade II listed West Hall, West Hall Road • Townmead Kew Metropolitan Open Land
<b>Conservation areas and high value designations within 500m</b>	• Kew Green Conservation Area • Grove Park Conservation Area, LB Hounslow • Royal Botanic Gardens, Kew, World Heritage Site buffer zone
<b>PTAL rating</b>	Good
Urban design study	
<b>Character area</b>	G3 East Kew Mixed Use (Improve/Transform)
<b>Other character areas within 250m</b>	• G1 Kew Gardens and Riverside • G2 Kew Residential
<b>Sensitivity</b>	Medium
<b>Probability</b>	Medium
<b>Capacity</b>	Medium-low to medium

### Justification: Scenario

A scenario for the Kew Retail Park site has been developed to test the appropriate building height of this tall building zone. The character profile notes that it does not positively contribute to the character of the wider area. It lacks a cohesive layout, has poor legibility or identity and little relationship with the adjacent River Thames. The impermeable boundaries and blurred divisions between public realm and private space makes the area feel unwelcoming in places. There is potential for positive development to improve the character and address negative qualities, particularly in areas such as around the retail park.

The tall building zone occupies the central part of the Kew Retail Park site. It is set back from the northern end, away from the conservation area to the north. The mid-rise zone surrounding the tall building zone provides an area of transition to the more modest buildings in the surrounding area.

The strategy for East Kew Mixed-Use character area is to transform the character of the area into a coherent and attractive area of mixed-use development, looking to improve sense of place, public access and townscape legibility. In relation to taller buildings, the character-specific design guidance notes:

- the need to create a sense of place and identity;
- there is opportunity for well-planned redevelopment without adversely affecting overall character;
- taller buildings should have a design elegance and

quality that marks them as landmarks and should be set back in landscaped grounds;

- the dominant massing should be reduced through careful attention to façades and roof lines, incorporation of trees, active frontages and appropriate proportions along streets;
- promoting active frontages with potential to generate activity and vibrancy;
- the need to create focal points, movement strategy and inviting public realm;
- potential opportunity to create links through the site to the river;
- the opportunity to improve connectivity within the area and to the riverside;
- the need to provide more green infrastructure within the site;
- establish/open/frame vistas to nearby green space, notably the Thames corridor.

A scenario was developed with reference to a pre-application proposal. The urban design/masterplan of the proposal was not refined as part of this study and therefore the scenario is not intended to be an example of an appropriate design proposal. The heights in the scenario were found to be inappropriate when tested, due to effects on surrounding townscape and views.

Appropriate uses on the site should consider the proximity of Kew Gardens Station area of mixed use and the need to not compete with this as a local centre.



**Fig.439:** Kew Retail Park Scenario massing model (heights, density and layout not appropriate for context)



### ***Extent of visibility***

ZTVs were produced for different scenarios for the Kew Retail Park site. ZTVs of the scenarios at 9 storeys showed visibility of the top of the scenario extending into the conservation area to the north, into open spaces to the south east and west into Kew Gardens.

A ZTV was also produced for a single 7 storey block in the centre of the site. Visibility of this scenario is more contained within the local area, extending slightly into the conservation area to the north, but with no visibility in Kew Gardens or within open spaces to the south east.

The scenario would be visible from locations on the opposite river bank within LB Hounslow. There would also be views of the scenario in surrounding streets.



**Fig. 440:** Kew Retail Park scenario zone of theoretical visibility plan

© Crown copyright and database right 2021

### ***High level townscape, visual and heritage assessment***

#### ***Baseline***

The following valued features may be affected:

#### **G3 East Kew Mixed Use:**

- The setting of the River Thames and access to the Thames Path. This includes the perceived greenness as a result of trees and vegetation, with few views of development from the Thames Path, river, the opposite bank in LB Hounslow and in views west from Chiswick Bridge.

#### **G1 Kew Gardens and Riverside:**

- The setting of the Royal Botanic Gardens at Kew (World Heritage Site and Grade I Registered Park and Garden).
- Kew Green is a grand, well-maintained central focus with a distinctive sense of place.
- High scenic quality of the connected and expansive green spaces and the River Thames Corridor, and the rural quality of the soft river edge.
- Views along the River Thames, and to the north over Brentford from Kew Railway Bridge; and views encompassing the bridge and Chiswick waterfront.

#### **G2 Kew Residential:**

- The conservation areas, valued for aesthetic and historic quality.
- The scenic, quiet, green and suburban quality of the area. Views along streets and well-planted skylines.
- Local parades of shops including Kew Gardens Station and Sandycombe Road for their visual interest, community function and vibrancy.

The following townscape features/characteristics/views may be affected:

- Ruskin Avenue and Defoe Avenue Conservation Area;
- Setting of grade II listed West Hall, West Hall Road;
- Setting and openness of Townmead Kew Metropolitan Open Land;
- Kew Green Conservation Area;
- Grove Park Conservation Area, LB Hounslow;
- Royal Botanic Gardens, Kew, World Heritage Site buffer zone;
- Local pleasant views along Greenlink Walk and views/setting of the green spaces of Kew Riverside residential development, enjoyed by residents;
- The scale and setting of adjacent 2-storey houses to

the west and north on Bessant Drive;

- The setting of and views from Kew Meadows Path to the west of the zone.

### **Assessment**

Views of the single block have been produced to support this assessment.

Existing buildings at the retail park are up to a maximum height of 13m with large floorplate stores and surrounded by extensive surface car parking. Existing buildings within Kew Riverside development are up to a maximum height of 15m (5 storeys).

The scale of the surrounding context to the east and north, particularly the 2-storey houses within Ruskin Avenue and Defoe Avenue Conservation Area to the north, provide a constraint to the scale of development likely to be appropriate in the northern part of the site.

Different scenarios with taller buildings were also produced as part of this assessment. The taller scenarios found adverse impacts on the character of the surrounding smaller scale streets (2 storeys) including the conservation area to the north and houses to the west of the site. Taller heights also adversely affected views from the opposite river bank within LB Hounslow, skewing proportions and relationship with the existing Kew Riverside development and trees along the River Thames.

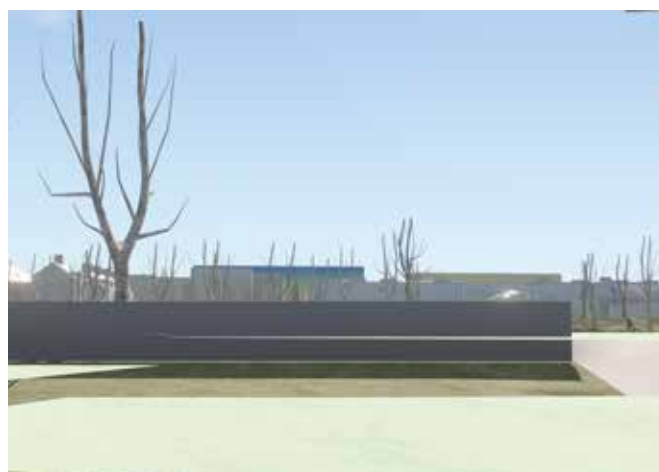
Testing of different heights found that the depth of the Kew Retail Park site offers potential for buildings up to 7 storeys within part of the tall building zone in the centre of the site. The existing character and size of the Kew Retail Park site provides opportunity for a development that could positively enhance the character of the area.

Views from the Thames Path and across the river in LB Hounslow will need to be assessed as part of any tall building proposal. The sensitivity and setting of Ruskin Avenue & Defoe Avenue Conservation Area (to the north of Bessant Drive) should be considered in the height and design of any development proposals.

A variety of heights throughout the site would be appropriate, when considering an overall masterplan for the site. The mid-rise zone surrounding the tall building zone helps to step down heights at the edges of the site to relate to the low rise context. Generally buildings should be no more than 2 storeys taller than adjacent building heights.



**Fig.441:** View south along Defoe Avenue (within Ruskin Avenue and Defoe Avenue Conservation Area). The height of the single block in the scenario model (7 storeys/21m) relates well to its surroundings from this angle.



**Fig.442:** View from the opposite river bank in LB Hounslow. From this view the scenario block is just visible above the Kew Riverside development but its relationship with the existing buildings is in proportion. The block does not extend above the vegetated skyline of River Thames corridor.



**Fig.443:** View south east along Bessant Drive/Mortlake Road. The 7 storey blocks sit in proportion to the existing 5 storey blocks of the Kew Riverside to the right.



**Tall buildings zones**  
**Place H: Mortlake & East Sheen**

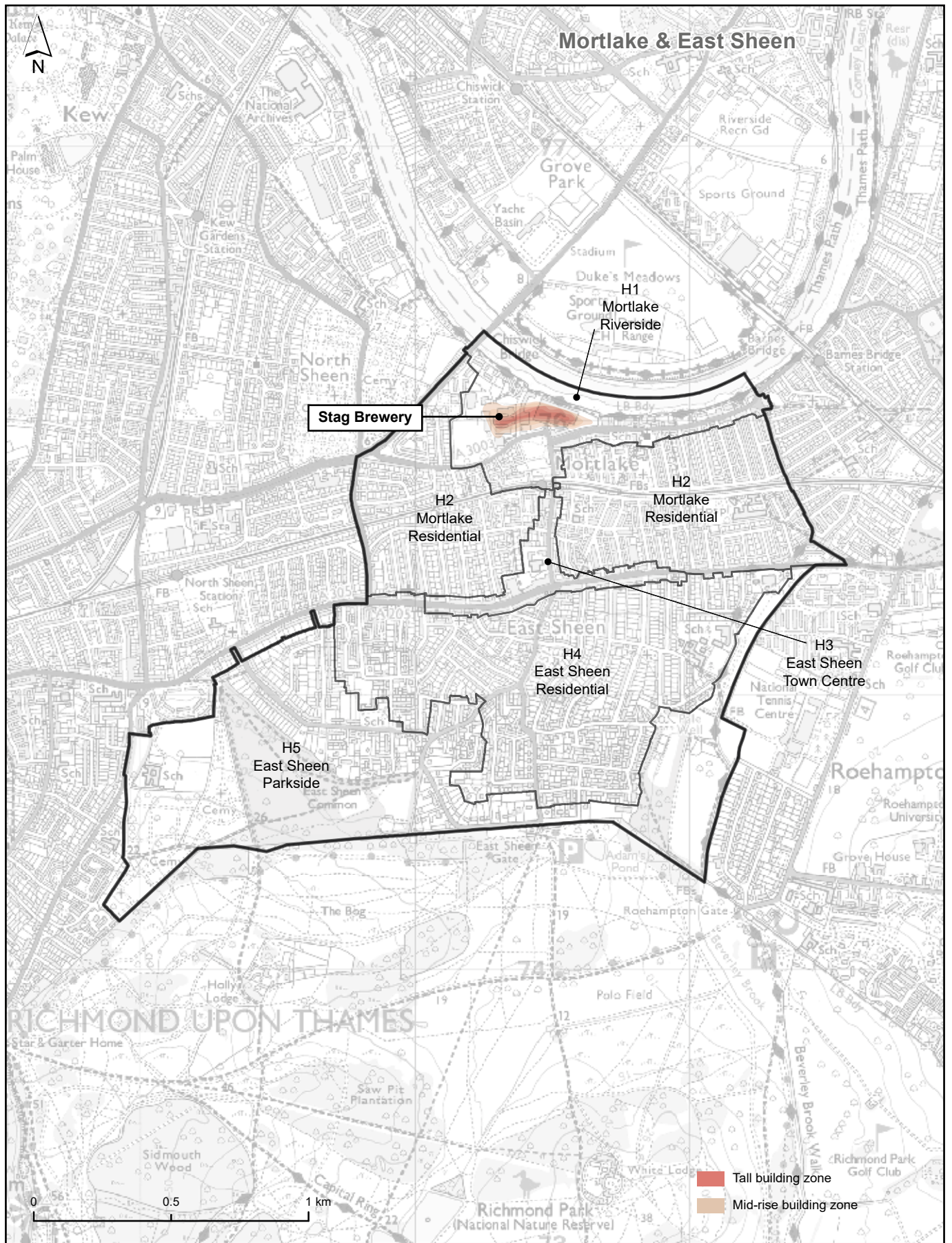


Fig. 444: Mortlake & East Sheen combined Tall and Mid-rise Buildings Zone map

© Crown copyright and database right 2021.

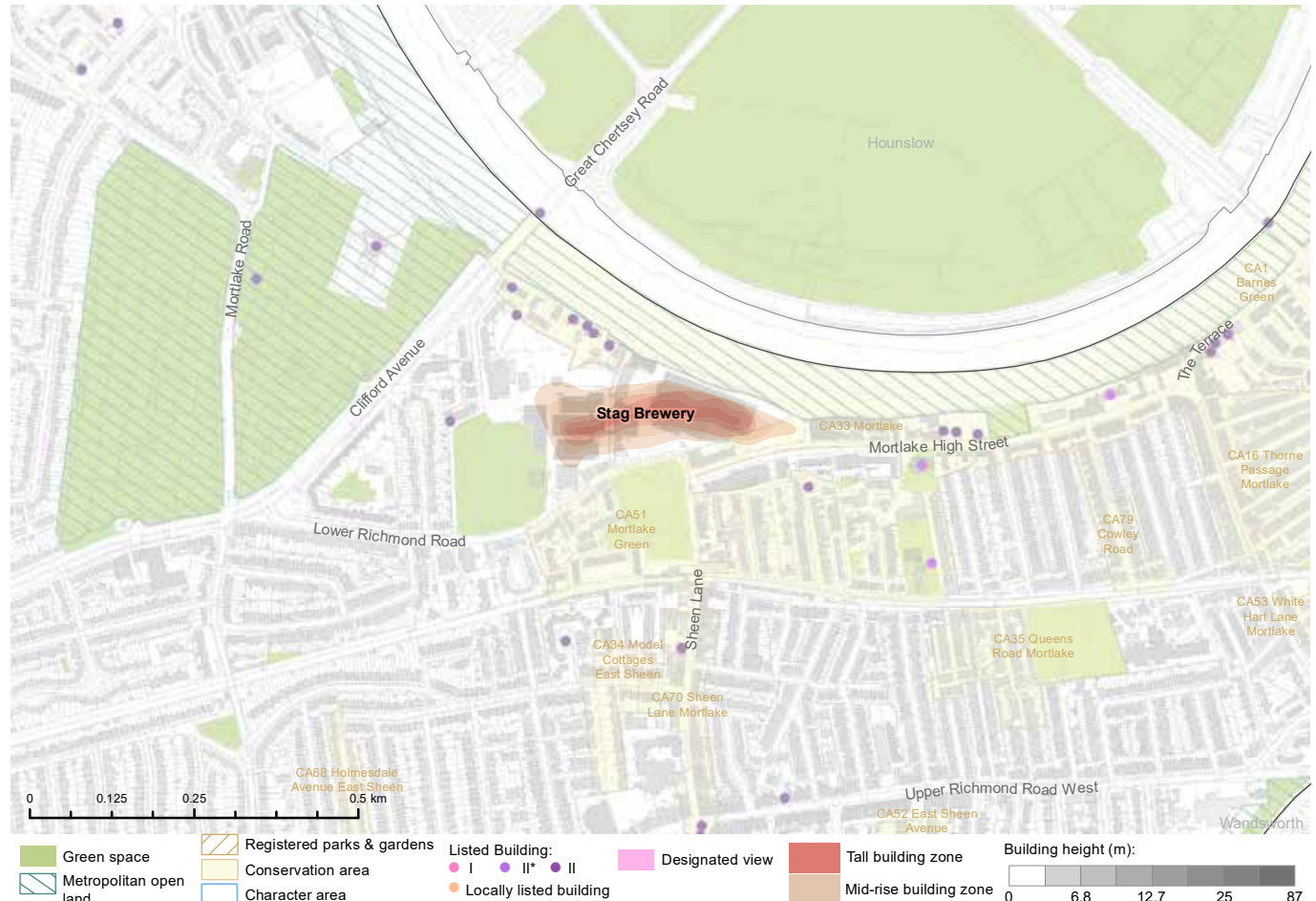


## A.5 Mortlake & East Sheen

### A.5.1 Stag Brewery tall building zone

Existing prevailing height: 3 storeys

Appropriate height: 7-8 storeys (21-24m)



**Fig. 445:** Stag Brewery context map

© Crown copyright and database right 2021



**Fig. 446:** View along Ship Lane, to the locally listed Tapestry pub.



**Fig. 447:** The industrial chimney seen from Lower Richmond Road

Stag Brewery, Mortlake existing site	
<b>Existing use</b>	Former industrial site of Mortlake Stag Brewery.
<b>Existing/consented tall buildings</b>	<ul style="list-style-type: none"> <li>The Granary (building of townscape merit) - approximately 24m/ 8 storeys.</li> <li>Existing chimney</li> <li>Stag Brewery proposed masterplan development (in planning)- includes blocks up to 10 storeys.</li> </ul>
<b>Planning policy</b>	<ul style="list-style-type: none"> <li>Stag Brewery Site Allocation</li> <li>Mortlake Area of Mixed Use</li> <li>Thames Policy Area</li> </ul>
<b>Designations (within 50m)</b>	<ul style="list-style-type: none"> <li>Mortlake Conservation Area</li> <li>River Thames SINC</li> <li>Thames Corridor MOL</li> <li>Watney's Sports Grounds OOLTI</li> <li>Buildings of townscape merit</li> </ul>
<b>Designations (within 100m)</b>	<ul style="list-style-type: none"> <li>Mortlake Green Conservation Area</li> <li>Mortlake Green OOLTI</li> <li>Listed buildings (grade-II) on Thames Bank</li> </ul>
<b>Conservation areas and high value designations within 500m</b>	<ul style="list-style-type: none"> <li>Sheen Lane Mortlake Conservation Area</li> <li>Model Cottages East Sheen Conservation Area</li> <li>Queens Road Mortlake Conservation Area</li> <li>Chiswick Bridge</li> <li>Grove Park Conservation Area, LB Hounslow</li> </ul>
<b>PTAL rating</b>	Medium-poor
Urban design study	
<b>Character area - (and strategy)</b>	H1 Mortlake Riverside - (Conserve and enhance)
<b>Other character areas within 250m</b>	<ul style="list-style-type: none"> <li>H2 Mortlake and East Sheen Railwayside</li> </ul>
<b>Sensitivity</b>	High
<b>Probability</b>	High
<b>Capacity</b>	Medium-high

### Justification: Existing buildings

This analysis tests the appropriate building height of the Stag Brewery, Mortlake tall building zone, using the existing Granary building as a reference height. It also references the proposals contained within the Stag Brewery Masterplan (Design and Access Statement, Squire & Partners, September 2020).

The zone occupies the area around the former brewery site, with the tall building zone set back from Lower Richmond Road, Mortlake Green Conservation Area and the existing Granary building of townscape merit, which rises to approximately 24m.

The Mortlake Brewery is a prominent part of the area's heritage and sense of place, resulting in a distinctive industrial character along the riverside. The historic buildings and structures of the former brewery are noted as key landmarks, including within views from Barnes riverside. The modern industrial buildings and chimney are noted as negative landmarks. The character profile notes the impact of the existing chimney looming over Mortlake Green and the Thames Corridor, forming an unwelcome backdrop. The strategy for Mortlake Riverside is to conserve the area's existing valued features and heritage assets and

enhance its historical prominence and relationship with the Thames.

### Analysis

Site visits and the character area profile indicate that the height of the existing Granary building does not negatively impact its smaller scale surroundings - notably the smaller buildings within the Mortlake Conservation Area. The Granary building itself stands out in the local context and in wider views, as a prominent landmark. The zone is offset from the Granary building in order to retain the prominence of the landmark, important to the area's character and heritage. It is also offset from the adjacent Mortlake Conservation Area, which includes an intact group of 18<sup>th</sup> century buildings of 2-3 storeys. The fine grain and heights of the historic buildings limit the ability of the zone to accommodate tall buildings.

Views in both directions along the Thames stretch as far as Barnes - these views should be thoroughly assessed in the context of any tall building proposals, ensuring the Granary building remains a prominent landmark within them.

The zone is also set back from the locally listed buildings on Lower Richmond Road and Mortlake Brewery Ground open space.

The tallest elements of any development should be set well within the zone respecting the scale of the surrounding streets and buildings.

There may be opportunities for buildings up to 7 storeys within parts of the zone so as not to detract from the character of the area, particularly the locally listed Granary building. Therefore appropriate heights for the tall building zone are 7 storeys or 21m which is not more than the height of the Granary building. Heights within the zone should be mixed and step down to the surrounding streets and Thames Path.









## Appendix B

---

## **Methodology**



## Appendix B

### Methodology

---

This appendix sets out the methodology for the study. A flow chart summarising the methodology is provided on the following page ([Fig. 448](#)). A summary of the methodology is provided in [“Methodology overview” on page 18](#).

The study aims to record elements important to character and identify opportunities for good growth at a high level and is not intended to identify sites at a granular level.

#### B.1 Guidance

The method for undertaking the characterisation and capacity study follows guidance by the Landscape Institute, Natural England and the GLA. The key documents are listed below:

- London Plan, 2021;
- An Approach to landscape character assessment, Natural England, 2014;
- Character and context, Supplementary Planning Guidance, GLA, 2014;
- Guidelines for Landscape and Visual Impact Assessment (GLVIA3), Landscape Institute and IEMA, 2013;
- An approach to landscape sensitivity assessment - to inform spatial planning and management, Natural England, 2019.
- London View Management Framework SPG; and
- National Design Guide, MHCLG, 2021;
- National Model Design Code, MHCLG, 2021;
- Good Quality Homes for all Londoners SPG (draft).

##### B.1.1 London Plan

The London Plan was adopted in March 2021 and is the new spatial development strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor’s vision for good growth. The key policies guiding the study are listed below.

- D1 London’s form, character and capacity for growth;
- D2 Infrastructure requirements for sustainable

densities;

- D3 Optimising site capacity through the design-led approach;
- D9 Tall buildings; and
- H2 Small sites.

#### B.2 Review

The first stage of the study involves developing a full understanding of the context and policy background.

This includes a review of national and regional policy (the London Plan), national design guidance and London Plan Supplementary Planning Guidance (SPGs). It also includes reviewing information from the Council’s Local Plan evidence base documents and their methodologies, enabling an understanding of what work has been undertaken to date, how it might inform the study and any potential gaps the study may need to fill.

##### B.2.1 Documents

The key documents reviewed are listed in [Table 3](#) with a brief summary as to how they have informed the study. They include:

- London Borough of Richmond upon Thames evidence base – key documents:
  - Village Plan SPGs;
  - Ham and Petersham Neighbourhood Plan;
  - Conservation area SPGs and statements;
  - Local Plan;
  - Twickenham Area Action Plan.
- Characterisation studies from neighbouring authorities:
  - London Borough of Wandsworth;
  - Royal Borough of Kingston upon Thames;
  - Elmbridge Borough;
  - Spelthorne Borough;
  - London Borough of Hounslow; and
  - London Borough of Hammersmith and Fulham.

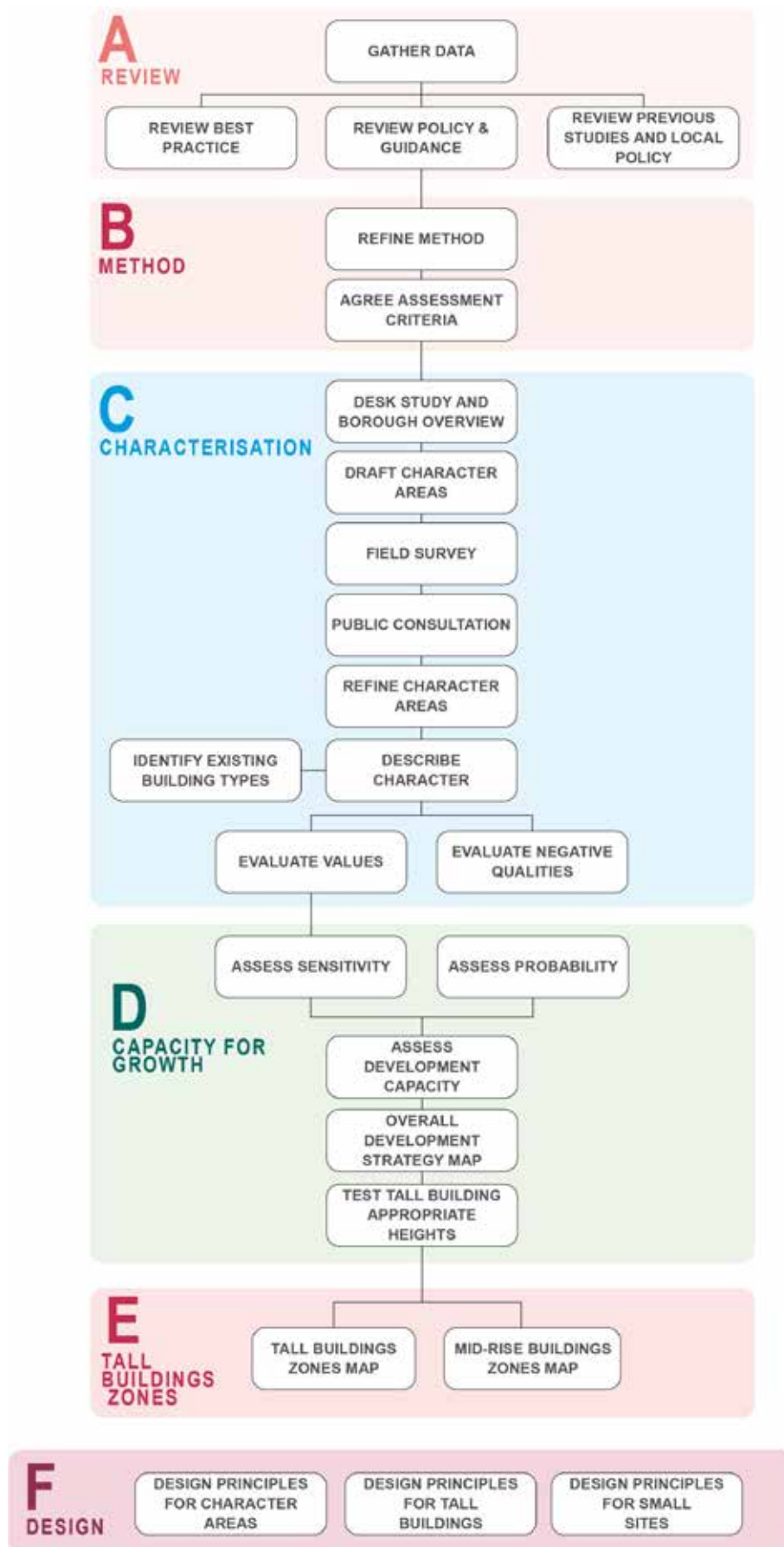


Fig. 448: Methodology overview



## Key Documents Reviewed

Title/Author/Date	Overview	Relevant Content	Analysis
<b>Townscape/character</b>			
<b>Village Plan SPDs. LBRuT, various dates 2014-2018</b>	Set of documents that offer detailed insight into the designated character areas of each village within the Borough, informed by extensive community-engagement.	Strategic overview maps and summary of "village"; Character area assessments and building typology information;	Integral in the development/ refinement of character area study and sensitivity analyses. Offer detailed insight to local areas.
<b>Ham and Petersham Neighbourhood Plan, 2018-2033. Ham &amp; Petersham Neighbourhood Forum, 2019</b>	Alternative document in place of "village plan" for HP. Guidance for future development, informed by extensive community-engagement, with the aim to enhance identity of the area.	Character assessment and relevant policy, chapter 2; Sections on housing development & typology, streets and services; Opportunities for Change;	Informs character area assessment. Thorough nature of document offers detailed insight into values and conditions of Ham and Petersham.
<b>Town Centre Health Checks. LBRuT, 2013</b>	Document in line with London Plan policy 4.7, assessing role and functionality of town centres and any relationships between them.	Map 1, Centre Hierarchy; Map 2, location of centres and local parades; Relates to regional policy from London Plan; Vacancy Rates; In-depth assessment of each town centre within borough;	Offers understanding of nature of town centres to inform character area study and wider report. Sections on "Potential for Growth and Change" could feed into tall-buildings and small-sites analyses.
<b>Design Quality SPD. LBRuT, 2006</b>	SPD encouraging incorporation of national planning policy into design practice to enhance the Borough's character and quality.	Outlines design process and standards (Chapter 1-2); Explores borough character at high level. Includes character areas (pre-date the Village Plan SPGs).	Could inform Small-sites Design Guidance; Policy and Design Review; character areas/ Places.
<b>Historic</b>			
<b>Buildings of Townscape Merit SPD. LBRuT, 2015</b>	Locally significant buildings that contribute to the history and character of an area. Often historic buildings but not exclusively.		Provides understanding of the characterisation of such buildings. Links to relevant further information.
<b>Conservation Areas</b>			
<b>Listed Buildings</b>			
<b>Environmental</b>			
<b>Nature Conservation Policy Statement. LBRuT, 2019.</b>	Overview of policies to conserve and enhance local biodiversity.	Links to Parks Strategic Principles and BAP.	
<b>Parks and Open Spaces: Strategic Principles. LBRuT Parks Service, 2011.</b>	Plan to maintain and enhance the quality of the borough's open space.	Chapter 6 - the future development of the parks;	Informs parklands character area assessments and understanding of role and perception of green space and nature across Richmond upon Thames. Could help guide spatiality of future developments.
<b>Design Guidelines for Nature Conservation &amp; Development; Trees; Wildlife in Gardens. SPGs. LBRuT, undated.</b>	To incorporate/consider nature in development.	Species lists, general guidance on planting, trees and design for wildlife.	High level design guidance - some may be of use but generally standard/common sense approach to planting.
<b>Bird-safe Building Guidelines. New York City Audubon &amp; SCAPE.</b>	An assessment of the impact of the built environment (focus on tall buildings) on bird mortality. Explores causes and presents potential solutions. Based in New York but relevant to all urban areas.	Understanding of how birds are vulnerable to tall buildings (p4, p14); Strategies for "bird-safe" planning and design;	Could guide and inform later stages of tall-buildings design code and spatial strategy.
<b>Local Plan policy and guidance</b>			
<b>Local Plan. LBRuT, 2018.</b>	Series of documents that set-out how, and where, development is to be delivered across the Borough.	Overview; Local Plan - Main Features map and Key Diagram; Spatial Strategy; Village Planning Guidance for villages, offers vision and approach for local centres, parades & AMUs (p83);	Outlines approach and reasoning to LBRuT strategy and makes aims and values clear to guide UDS.

Title/Author/Date	Overview	Relevant Content	Analysis
<b>Local Development Framework, Development Management Plan. LBRuT, 2011.</b>	Builds on "Core Strategy" to include detailed policies relating to new developments.	List of Policies; Protecting Local Character - detailed focus on town centre functionality and character that could inform character areas; Centres Hierarchy; List of Key and Secondary Shopping Frontages;	Useful document linking policy to spatial strategy. Provides detail on development approaches and significance of Local Centres.
<b>Local Development Framework, Core Strategy. LBRuT, 2009.</b>	15-year Strategic Planning Framework for the Borough. Policies to guide future development.	Outlines relevant policy across national - local scales; Communicates vision for a 'Sustainable Future', 'Protecting Local Character' and 'Meeting People's Needs'; Evidence Base; The Spatial Policies - CP1 Sustainable Development, CP7 Maintaining and Improving the Local Environment, CP8 Town and Local Centres, CP9 Twickenham Town Centre, CP10 Open Land and Parks, CP14 Housing, CP16 Local Services/Infrastructure;	Offers potentially useful spatial analysis of Borough-wide development to inform assessment of suitability for new buildings.
<b>Shopfronts SPD. LBRuT, 2010</b>	SPD guidance for development of shop frontages to ensure that they complement character of area.	Shopfronts concentrated on High Streets, which tend to be within conservation areas; General Guidance; Design Guidelines.	Small-site spatial analysis and design guidance.
<b>House Extensions and External Alterations SPD. LBRuT, 2015</b>	SPD guidance on design alterations to external appearance of houses.	Considerations of impact on local amenity; Guiding principles and relevant policy; More detailed design guidance;	Useful reference for Small-sites analyses, optioneering and design guidance.
<b>Small and Medium Housing Sites SPD. LBRuT, 2006</b>	SPD for the Unitary Development Plan (2005) to ensure the highest quality of design across the Borough.	Chapter 1 - Residential Character, overview of definitions and components of character used to guide village plans; Chapter 2-3 guide infill and backland development design quality;	Useful reference for Small-sites analyses, optioneering and design guidance. Residential Character detail to inform character areas study.
<b>Residential Development Standards SPD. LBRuT, 2010</b>	SPD documents Council's general approach to design standards for buildings with respect to local area.	General Principles; Residential Amenity Standards; Residential Space Standards; Considers spatiality of developments, "space between buildings", "front gardens";	Useful reference for Small-sites analyses, optioneering and design guidance. Relevant for suitability assessment of tall-building sites.
<b>Kneller Hall Masterplan SPD</b>	Masterplan SPD for a site on the edge of Whiston in the north-west of the borough	Informed the characterisation study in this part of the borough and also the review of appropriate sites for mid-rise and tall building development.	Useful reference for character specific information and design guidance.
<b>Archived Unitary Development Plan LBRuT, 2005</b>	Archived UDP which includes local strategies for places and priorities	Supporting information for the characterisation study	Information on character and local strategies
<b>Area-specific documents</b>			
<b>Twickenham Area Action Plan (TAAP). LBRuT, 2013.</b>	Framework for the revitalisation of Twickenham town centre.	3.3. Opportunity Areas; 3.4. Spatial Strategy; 6. Land Use Policy; 7. Area Specific Proposals	Area Specific Proposals provide a high-resolution understanding for tall-buildings and small-sites.
<b>Twickenham Station and Surroundings: Design Standards SPD. LBRuT, 2010.</b>	SPD to guide a comprehensive, consistent approach to design and development of several land parcels of importance to the Town Centre.	Policy and design section. Outlines site-specific requirements (with supporting map) so that developments support wider area;	To consult for Twickenham area.
<b>Barnes - Site Planning Brief: Former Goods Yard Site, Barnes Station. Policy and Design Section, LBRuT, 2006.</b>	1.1ha now-redundant site allocated in the Unitary Development Plan First Review. Document provides further guidelines on potential development.	Outlines constraints to site; Relevant policy to future development; Opportunities and proposed strategy for the Site; Appraisal against Council development objectives;	To consult for Twickenham area - (may be too detailed),
<b>Ham &amp; Petersham - Latchmere House and HM Remand Centre: Planning Brief. LBRuT, KLBRuT, 2013.</b>	Guidance to encourage high quality development in this former MoJ site, to maximise integration and community benefit.	2. Site Location and Description presents fine grain analysis and maps of Site and opportunities; 5. Key Issues and Principles provides understanding of how Site fits into wider context; Appendix 1 - Relevant Planning Policies;	Supports finer grain analysis for development opportunities.
<b>Ham &amp; Petersham - Terrace Yard: Planning Brief. LBRuT, 2006</b>	Assessment of housing development opportunity in disused space.	Fine grain analysis and maps of Site and opportunities;	Same as above.



Title/Author/Date	Overview	Relevant Content	Analysis
<b>Mortlake - Stag Brewery: Planning Brief. LBRuT, 2011.</b>	Guidance supporting Council's aim to assert a new "village heart" for Mortlake, based on high-quality design.	Detailed overview of the Site and it's surroundings; Outlines planning obligations and key issues to consider in future development;	Same as above. Goes further in suggesting how developments can be implemented to benefit wider area and sense of place. Inform sensitivity analysis.
<b>Richmond Hill - Friars Lane Car Park: Planning Brief. LBRuT, 2006.</b>	Assessment of housing development opportunity in former car park as there is considered to already be enough parking opportunities in area.	Fine grain analysis and maps of Site and opportunities;	Supports finer grain analysis for small-site and tall-building opportunities.
<b>Richmond Hill - Old Deer Park. LBRuT, 2018.</b>	Advisory document to ensure that future development in this location is sympathetic to its character.	Detailed guide to local designations and green infrastructure, and how it defines surrounding townscape; Relevant policy (Policy LP6 Royal Botanic Gardens, Kew World Heritage Site); Presents future vision;	Same as above. Also useful for character area and sensitivity studies.
<b>Richmond Hill - Royal Star &amp; Garter Home: Planning Brief. LBRuT, 2008.</b>	Guidance for re-purposing of Grade II Listed former care home.	Fine grain analysis and maps of Site and opportunities;	Supports finer grain analysis for small-site and tall-building opportunities.
<b>Twickenham - Richmond upon Thames College: Planning Brief. LBRuT, 2008.</b>	Broad guiding principles for redevelopment of College Site.	Same as above; More detailed study of local character and features such as urban grain, building heights and accessibility with supporting graphics;	Same as above. Also useful for character area and sensitivity studies.
<b>Twickenham - Crane Valley: Planning Guidelines. LBRuT, 2005.</b>	Guidelines for development of 4 key sites within the Crane Valley corridor.	Likely outdated but useful insight into more environmentally focussed development location due to sensitivities of river corridor; Outlines aspects to consider in delivery of development;	Same as above.
<b>Adjacent local authorities and regional character studies</b>			
<b>London Borough of Wandsworth, Urban Design Study. Arup, 2020.</b>	Character areas, development capacity and design guidance.	Approach and characterisation.	Ensure neighbouring character areas align.
<b>Local Areas of Special Character (LASC), Royal Borough of Kingston upon Thames</b>	Areas of high quality townscape, architecture and landscape.	Some of these border LBRuT.	Informing character study and sensitivity of areas bordering Richmond to change.
<b>Urban Context and Character Study. London Borough of Hounslow, 2014.</b>	Identifies and analyses the Borough's urban character to inform planning policy, design and future development.	Outlines urban structure and character of whole borough; analyses specific study and character areas in relation to a range of considerations, including suitability for tall buildings;	Useful reference for character area study on bordering areas of Richmond and to ensure consistency either side of Thames where proposing tall-building sites.
<b>London Borough of Hammersmith &amp; Fulham (characterisation study underway - no published information).</b>			
<b>The Character of Elmbridge (An Overview). Elmbridge Borough Council, 2012.</b>	Character assessment for the borough.	Thorough assessment of Borough's character areas; Details areas, local design issues and design guidance that could inform spatial strategy for tall-buildings and small sites;	Align character areas bordering LBRuT.
<b>Surrey Landscape Character Assessment: Elmbridge Borough. HDA, 2015.</b>	Classification of landscape types for the county of Surrey within Elmbridge.	See above.	Align character areas bordering LBRuT.
<b>Elmbridge Borough Strategic Views Study, Arup, 2019</b>	Strategic views study.	Strategic views (some of which arise in LBRuT).	To check strategic views where relevant against tall building scenarios.
<b>Surrey Landscape Character Assessment: Spelthorne Borough. Hankinson Duckett Associates, 2015.</b>	Classification of landscape types for the county of Surrey within Spelthorne.	See above.	Align character areas bordering LBRuT.
<b>Westminster City Council Draft City Plan 2019-2040</b>	City Plan for Westminster	To inform the policy review of other similar authorities	Refer to policy review in <a href="#">Appendix C</a> .

Title/Author/Date	Overview	Relevant Content	Analysis
<b>London's Natural Signatures: The London Landscape Framework. On behalf of Natural England, 2011.</b>	Regional characterisation (London-wide)	Divides London into character areas known as "natural signatures" and contains high-level character information.  3 of these areas intersect Richmond Borough: 12. Hounslow Gravels, 13. Upper Thames, 15. South Thames Heaths & Commons.	Useful strategic starting point for broad characterisation.
<b>London-wide documents</b>			
<b>London View Management Framework (LVMF). GLA, 2012</b>		Description of the one designated view in Richmond.	
<b>Thames Landscape Strategy Review, 2012</b>	Study set out to understand the River Thames' landscape and respect its natural, and artificial, character.	Analysis of the wider Thames area and its relationship with specific locations within its boundary; Section 4 - the Local Landscape (Reaches), largely focusses on areas within Richmond; Offers a framework for Landscape Planning and Management;	Guidance on character on main riparian zone, which connects much of Richmond therefore influencing character study.
<b>Thames Strategy (Kew to Chelsea), 2002</b>	A study prepared to analyse issues and develop constructive ideas for action.	Provides a strategic context to this stretch of the river and more specific descriptions and action plans for individual character reaches.	Guidance on riverside character in the east of the borough.
<b>London's Local Character and Density, Historic England (Allies and Morrison, 2016)</b>	London wide study of character and density.	Provides a strategic context to density and development challenges across London.	Guidance on methodology and approaches to development/density.
<b>All London Green Grid</b>	Maps open spaces and networks across London.	Reviewed as part of the borough-wide component of the study.	Useful information and mapping on open spaces and vegetation.
<b>Colne and Crane Valleys Green Infrastructure Strategy</b>	GI strategy for the Colne and Crane valleys which partially fall within the borough.	Reviewed as part of the borough-wide component of the study.	Useful mapping and information on sites within this strategy area.

Table 3 Key Documents Reviewed



## B.2.2 Data

The data used in the study is listed in [Table 4](#)

Data name	Source	Data name	Source
1:25,000 Ordnance Survey map raster data	LB Richmond upon Thames	Metropolitan Open Land (MOL)	LB Richmond upon Thames
OS open data map base	Ordnance Survey	GLA opportunity areas	Greater London Authority (GLA), London Datastore
MasterMap OS	LB Richmond upon Thames	Green Belt	LB Richmond upon Thames
Aerial map base	Esri	Town and local centres	LB Richmond upon Thames
Local authority boundaries	Ministry of Housing, Communities and Local Government	Shop Frontages	LB Richmond upon Thames
County boundaries	Ministry of Housing, Communities and Local Government	Industrial land and business parks	LB Richmond upon Thames
Geological data (superficial geology & bedrock geology)	British Geological Society (BGS)	Key Office Areas	LB Richmond upon Thames
Topography (lidar DSM & contour lines)	Department for Environment, Food and Rural Affairs (DEFRA)	Site allocations	LB Richmond upon Thames
National Character Areas (NCA)	Natural England	Local Views SPD	LB Richmond upon Thames
Borough character areas	LB Richmond upon Thames	Indices of multiple deprivation (IMD)	LB Richmond upon Thames
National Cycle Network/ sustrans	Department for Transport	Population	LB Richmond upon Thames
Public Transport Accessibility Levels (PTAL)	Transport for London (TfL) London DataStore	Age	LB Richmond upon Thames
Cycle superhighway/ London cycle network	Greater London Authority (GLA), London Datastore.	Ethnicity	LB Richmond upon Thames
London cycle network	Greater London Authority (GLA), London Datastore.	Housing	LB Richmond upon Thames
Flood Zones	DEFRA	Tree preservation orders	LB Richmond upon Thames
Main watercourses	DEFRA	Open space type	Ordnance Survey (GreenSpace OS Basemap)
Local Nature Reserves (England)	Natural England	GreenSpace OS Basemap	Ordnance Survey
Special Area of Conservation (SAC)	Natural England	Green/blue cover	Greater London Authority (GLA), London Datastore. Ordnance Survey.
Sites of Special Scientific Interest (SSSI)	Natural England	Canopy Cover	Greater London Authority (GLA), London Datastore. Ordnance Survey.
Special Protection Area (SPA)	Natural England	Tube stations	Transport for London (TfL) London DataStore
National Nature Reserve (NNR)	Natural England	Rail station	Ordnance Survey - Zoomstack
Site of Importance for Nature Conservation (SINC) - local	Natural England	Railway line	Ordnance Survey - Zoomstack
Site of Importance for Nature Conservation (SINC) - borough	Natural England	River Piers	Ordnance Survey - Zoomstack
Site of Importance for Nature Conservation (SINC) - metropolitan	Natural England	Bus stops	Ordnance Survey - Zoomstack
Local nature designations - Other Sites of Nature Importance (OSNI)	LB Richmond upon Thames	Emissions	Transport for London (TfL) London DataStore
Listed buildings	Historic England	Building heights	Emu Analytics Limited
World Heritage Site	LB Richmond upon Thames		
Buildings of Townscape Merit	LB Richmond upon Thames		
Scheduled Monuments	Historic England		
Registered Parks and Gardens	Historic England		
Conservation Areas	LB Richmond upon Thames		
Archaeological Priority Areas (APAs)	LB Richmond upon Thames		
Historic mapping	LB Richmond upon Thames		

**Table 4 GIS data reviewed**

## B.3 Characterisation methodology

### B.3.1 Desk study

Desk study of existing published information and data is used to determine broad character areas for verification in the field and through consultation.

### B.3.2 Field survey

Field surveys were carried out in March to June 2021. The field surveys focus on obtaining perceptual aspects of character, verifying desk study and contributing to valued features/negative qualities. Site observations also capture features of local distinction and aspects of townscape quality and condition. Field survey information is captured in digital form and bespoke proformas: a template of the proforma is provided in [Appendix E](#).

### B.3.3 Consultation

Public consultation was carried out in May to June 2021 (refer to [Appendix F](#)). The consultation invited feedback on the places and place names, character area boundaries and descriptions, valued features and future strategies for the character areas. The feedback from the consultation fed back into the study to refine character area boundaries, places, valued features, negative qualities and design guidance.

### B.3.4 Approach to defining character areas

Characterisation is the process of dividing the borough into character areas, and defining the boundaries of those areas based on a transparent process.

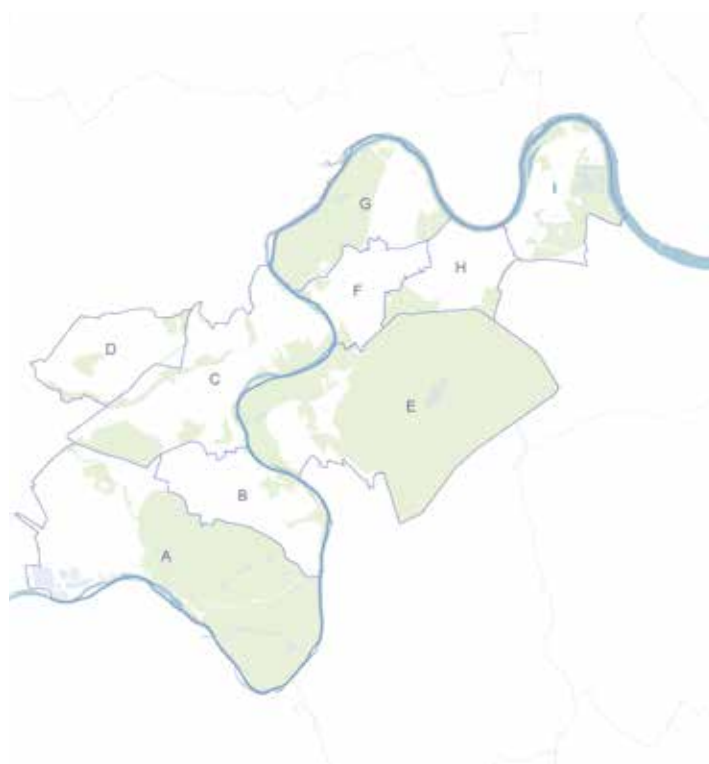
#### *Broad characterisation – ‘places’*

The initial broad characterisation stage divides the borough into high-level ‘places’. The purpose of this layer of categorisation is to reflect a ‘sense of place’ as well as identifying areas recognised as ‘places’ by local people. The following data sources are used as a basis for defining the places:

- the Village Planning Guidance SPDs, published between 2016 and 2018;
- Twickenham Area Action Plan;
- ward boundaries;
- Local Plan;
- existing town centres and areas of regeneration; and
- broad areas identified in published studies including the borough-wide Sustainable Urban Development Study.

The nine Places are:

- A. Hampton & Hampton Hill
- B. Teddington & Hampton Wick
- C. Twickenham, Strawberry Hill & St Margarets
- D. Whitton & Heathfield
- E. Ham, Petersham & Richmond Park
- F. Richmond & Richmond Hill
- G. Kew
- H. Mortlake & East Sheen
- I. Barnes



**Table 11 The nine Places identified in the Urban Design Study**



### Detailed characterisation – ‘character areas’

Defining character areas focusses on areas in more detail to draw out the qualities important to local distinctiveness. The character areas sit within each of the places. Defining character areas draws on a wide range of information including building types, conservation areas, urban grain, open spaces, social data and historic mapping.

In addition to considering all of the evidence noted in the sections above, one of the key principles for defining boundaries for the study was avoiding splitting conservation areas, in order to make the document easy to use in combination with the character area appraisals, and because the conservation areas have undergone a significant degree of detailed evaluation. Therefore, where possible, conservation areas are contained within a character area rather than extending across multiple character areas. Notable exceptions to this are where parts of conservation areas extend into a town centre, or where there is a distinct change in character that would

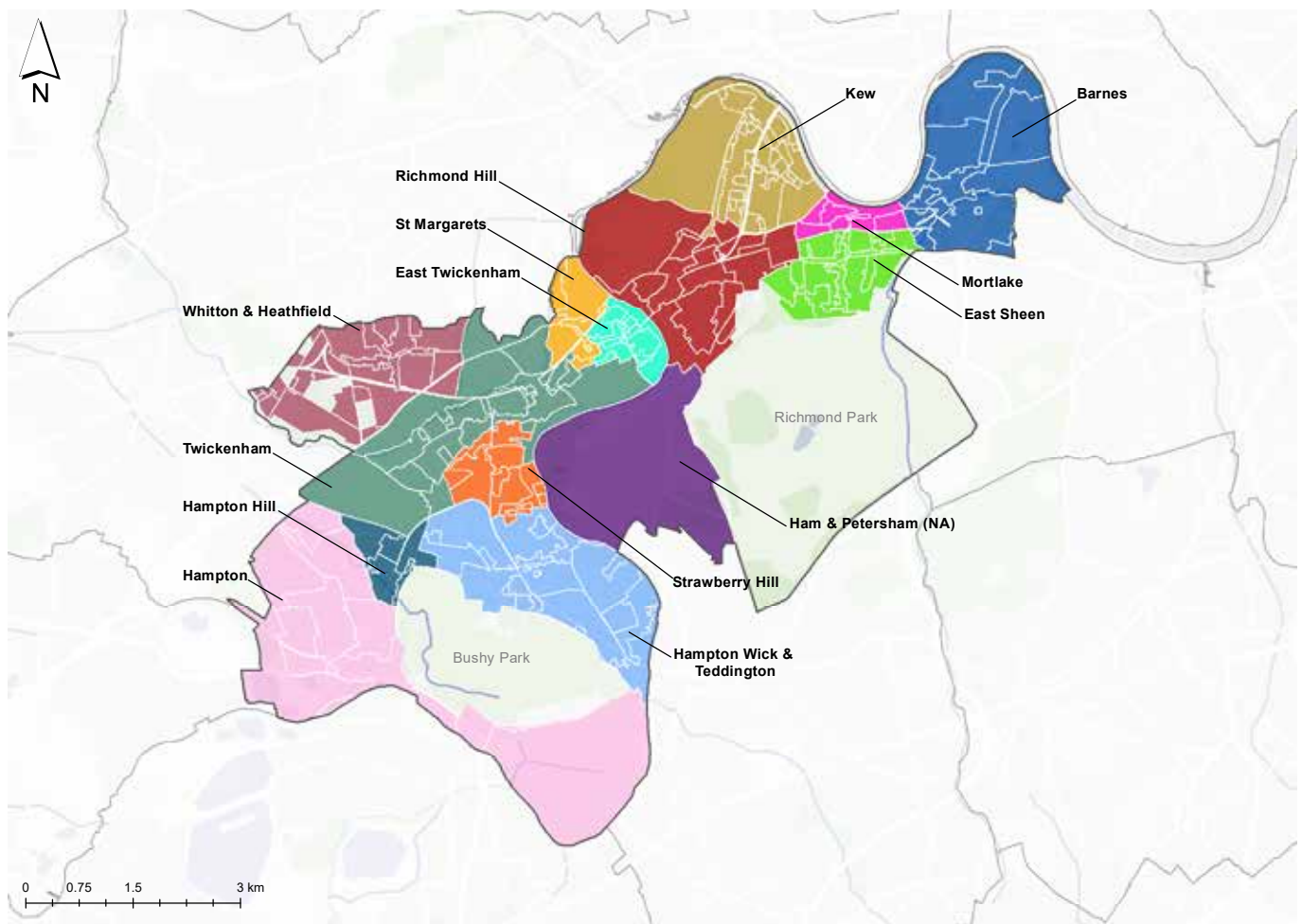
make this principle inappropriate.

It should be noted that boundaries are rarely clear lines on the ground, and represent a gradual transition. Therefore all boundaries should be treated as approximate lines of transition between areas of different character.

### Relationship with the Village Planning Guidance SPDs

The London Borough of Richmond upon Thames has 13 existing Village Planning Guidance SPDs and one neighbourhood area. Each Village Planning Guidance SPD area also contain character areas within it. The SPD areas and their constituent character areas are shown on [Fig. 449](#).

The Village Planning Guidance areas were used as a basis for defining both the places and the character areas for this Urban Design Study, recognising that the character areas were subject to significant community and stakeholder consultation.

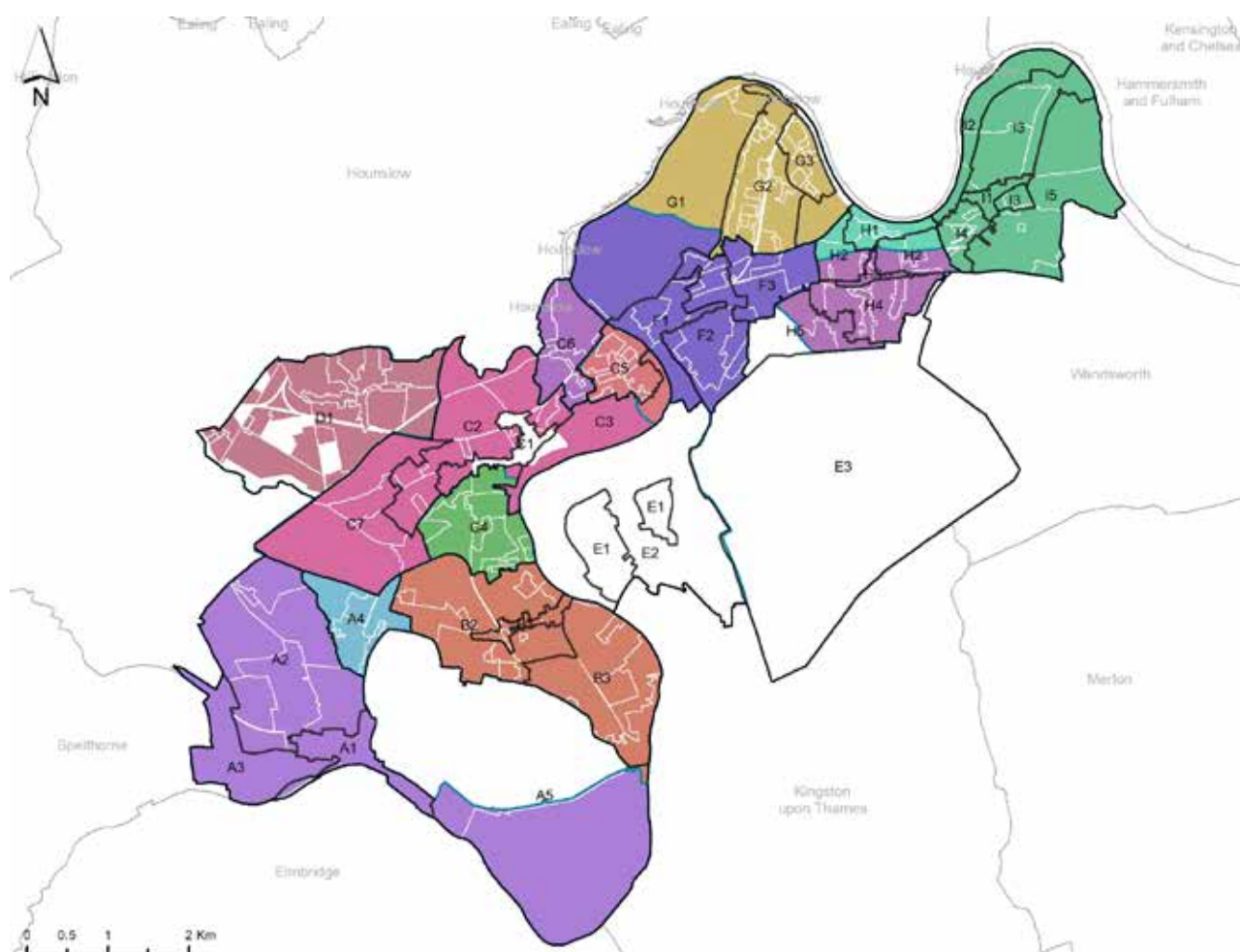


**Fig. 449:** Distribution of London Borough of Richmond upon Thames existing Village Planning SPDs and character areas

For the places, the smaller SPD areas were combined together to achieve a more consistent scale for each place.

The 220 character areas within the Village Planning Guidance SPDs, cover the majority of the borough as shown on [Fig. 449](#). The existing boundaries were used wherever possible, though areas were combined to achieve a more usable scale for the scope and purposes of this borough-wide study. Discussions with the Council on how to approach combining the character areas informed the approach.

[Fig. 450](#) shows the Village Planning Guidance SPDs and character areas (in white) overlaid onto the character areas identified in this study.



**Fig. 450:** Urban Design Study Character areas overlaid with Village Planning SPD areas and character areas



### B.3.5 Character area profiles

The study presents each character area on an individual 'profile'. The structure of the profiles are explained below in the order they appear. The first pages contain the character description, and the second two pages contain the character evaluation.

#### Key characteristics

For each character area a broad summary of the key elements that contribute to character is provided, noting the relevant aspects of particular importance to each area. The character descriptions are summarised as a set of **key characteristics**, described as *the combinations of elements particularly important to the area's character; its physical, cultural, social influences, and how it is perceived and experienced*.

The descriptions incorporate relevant elements listed in Policy D1 of the London Plan shown in [Fig.451](#).



Fig.451: Policy D1, London Plan

© GLA, 2021

The evaluation of character draws conclusions and recommendations for each character area, as follows.

#### Valued features

**Valued features** are described as *an overview of the qualities and characteristics likely to have relative value. A townscape may be valued by different stakeholders for a variety of reasons*.

This aims to draw out what is valued, and why, using information gathered through field survey and public consultation.

Definitions of value are guided by criteria in Guidelines for Landscape and Visual Impact Assessment (GLVIA) - see [Fig.452](#).

The GLVIA criteria have been adapted and interpreted for the purposes of this study, as shown in [Table 5](#).



Fig.452: Range of factors that can help in the identification of valued landscapes, from Guidelines for Landscape and Visual Impact Assessment

© 2013 Landscape Institute and Institute of Environmental Management & Assessment

Value	Indicators of value	
	Valued features	Negative qualities
<b>Townscape condition</b> The physical state of the townscape and condition of individual elements (buildings, green space, public realm, streets, gardens etc.)	Well-managed Intact Characteristic elements in good condition.	Under-managed Poor state of repair Signs of decay Degraded Land use decline/change (e.g. front gardens paved over)
<b>Scenic quality</b> Particular scenic and aesthetic qualities. Special pattern of townscape elements that create high aesthetic quality or sense of place.  Views, visual unity. Balance, Proportion, Rhythm, Emphasis, Unity, Variety.	Harmonious Unified Dramatic features Visual contrasts Special pattern of landscape elements High aesthetic quality Important features in views Distinctive skyline Vertical Horizontal.  Views Panoramic/framed views Memorable views Distinctive views.	Discordant Incongruous elements Fragmented Conflicting elements Out of proportion.  Views: Visual intrusions
<b>Distinctiveness</b> Important examples of townscape features and characteristics that contribute to a strong sense of place and recognisable local distinctiveness. Representativeness. Typically recognisable of Richmond upon Thames	Rare features/ characteristics in the townscape Coherent/ Strong townscape character – strong pattern of features Distinct built form, materials or landscape Important or recognisable features or characteristics Community influences Landmarks	Indistinct character Unremarkable Development unsympathetic to character.
Value	Indicators of value	
	Valued features	Negative qualities
<b>Natural/ historic interest</b> Presence of features of wildlife, earth science or archaeological or historical and cultural interest.	Features of natural interest Wildlife Important for biodiversity – may be indicated by ecological designations.  Historic character – e.g. indicated through listed buildings, conservation areas, Scheduled Monuments Features of historic interest	Few features of natural/historic interest.

Value	Indicators of value	
	Valued features	Negative qualities
<b>Townscape function</b> Particular or special role of the area in the local context.	Special function as a setting to valued townscape features Visual backdrop Open gap Recreation value - where experience of the landscape is important – e.g. indicated through presence of outdoor visitor attractions/ country parks. Active street frontages	Little townscape function role.
<b>Perceptual aspects</b> Experiential qualities such as sense of tranquillity; sensory qualities (sound, smell, texture); perceptions of safety, pollution	Sense of 'wildness' Sense of 'tranquillity' Lack of intrusion Quiet Calm Colourful Texture Intimate Vast Enclosed Open Diverse Interesting Inspiring Exhilarating Vibrant Formal	Busy Cluttered Poor legibility Monotonous Awkward juxtapositions Safety Garish Noisy Lack of green
<b>Cultural associations</b> Some townscapes are associated with particular people, such as artists or writers, or events in history.	Art Literature Battlefield Film Music Myth/ Legend/ Folklore People Events.	Few cultural associations

Table 5 Indicators of valued features and negative qualities

### Negative qualities

**Negative qualities**, described as *qualities that do not contribute to the character of the area. They may indicate opportunity for enhancement in future planning and management.*

### Building types

This section lists the most prominent building types in the character area. The building types are set out in the building typology in [Appendix D](#), based on elements such as height, massing, layout and materials. It is not intended to be an exhaustive list but aims to capture the main patterns and overall types. The buildings types listed in the character profiles are only residential types apart from where a non-residential use is a major contributor to the character of the area (e.g. town centres).



## Sensitivity

This section contains an overview of the likely sensitivity of the character area considering its relative value and susceptibility to the types of changes likely to occur in the area. The method for the sensitivity assessment is described in more detail in section [B.4](#).

### B.4 Method for assessing sensitivity

The method for assessing sensitivity combines judgements on the relative value of the character area and its susceptibility to change.

'Sensitivity' is defined by Natural England's *Approach to landscape sensitivity assessment, 2019*. Essentially, it is a measure of the resilience, or robustness, of a townscape to withstand change arising from development, without undue negative effects on the area's existing character and its values, including changes to valued attributes and views.

It is a way of understanding the ability of each of the character areas to accommodate change.

The method for assessing sensitivity is informed by the Natural England guidance and adapted for the purposes of this study. **As this is a borough-wide study, the assessment of sensitivity is necessarily high level and it should be noted that sensitivity will vary on a site to site basis. Judgements on sensitivity are provided as a guide.**

It should be noted that 'high' sensitivity does not necessarily mean that no change or development can occur, but that any new development should be sensitively designed so as to not detract from the valued or susceptible qualities and characteristics. Likewise, a 'low' sensitivity should not be interpreted as any development can occur, but simply that the features and characteristics *may* mean that the area can accommodate change more easily.

**Sub areas** are defined, where relevant, to illustrate broad differences in sensitivity across a character area. The purpose of these areas is to draw out differences in sensitivity as a result of value and/or susceptibility within the area.

#### B.4.1 Defining development parameters

The first stage of assessing sensitivity is defining the parameters of the change: i.e. 'sensitivity to *what*'. One of this study's key objectives is understanding potential capacity in relation to 'tall' buildings, and in respect of primarily residential uses, but also occasionally

employment and commercial uses.

Therefore, the development parameters are assumed to be:

- either residential or mixed uses;
- employment and commercial uses if in the existing or planned context of the same uses;
- good quality of design and finish; and
- of a height up to 50% above the prevailing building height in the area. The 'prevailing height' is defined in this study as a general average height of existing buildings in the character area, in relation to number of storeys, as noted in the key characteristics. The general average height is defined using GIS information (primarily building height data) and information gathered through site survey.

#### B.4.2 Assessing value

The second stage of assessing sensitivity involves identifying the relative value of the character area or sub areas. Value is identified as high/ medium/ low based on criteria in [Table 6](#):

Value	Criteria
High	A high proportion of the valued features are represented in the area, with few negative qualities.
Medium	Some valued features are represented in the area with some negative qualities.
Low	Few valued features are represented in the area with a high proportion of negative qualities.

**Table 6 Assessment of value**

#### B.4.3 Assessing susceptibility

The third stage of assessing sensitivity involves judging the relative susceptibility of the character area or sub areas. Susceptibility is identified as high/medium/low, informed by the factors below, and criteria in [Table 7](#).

- **Pattern of built form:** whether the proposed scale of development would integrate with the general pattern, or detract from it. Areas with consistent, regular street pattern and a fine urban grain are more likely to be susceptible to change than areas with a mixed or irregular pattern and coarser urban grain.
- **Scale and style of built form:** areas with a small scale of built form and coherent architectural style are more likely to be susceptible to change than areas with larger scale buildings and a mixture of massing, styles and forms.
- **Land use:** consistent residential land uses may be more susceptible to changes or use than mixed land uses.
- **Distinctiveness and condition:** townscapes with a

strong and positive townscape character and sense of place, in good condition and with features worthy of conservation, will be more susceptible to change because of the potential impact on their legibility and upon the characteristic features or elements that may be difficult to replace.

- **Historic features and cultural heritage:** areas with a strong historic character or designations such as conservation areas, listed buildings, registered parks and gardens are likely to be more susceptible to change.
- **Perceptual qualities:** areas with high scenic quality, a sense of calm, quiet and tranquillity are likely to be more susceptible to change as new development may detract from these qualities, causing loss or disturbance.
- **Skylines and focal points:** areas with distinctive features on the skyline which would be adversely affected may be more susceptible to change than areas with unmemorable skylines and/or landmarks.
- **Key strategic (LVMF) and designated local views:** areas with valued views are likely to be more highly susceptible to new development which may impact on those views.

Susceptibility	Criteria
High	The characteristics of the area are very susceptible to change and it is unlikely to be able to accommodate development of the type anticipated without significant character change or adverse effects.
Medium	The characteristics of the area are susceptible to change although it may have some potential to accommodate the relevant type of development in some defined situations without significant character change or adverse effects.
Low	The characteristics of the area are robust or degraded and it is likely to be able to accommodate the relevant type of development in many situations without significant character change or adverse effects.

**Table 7 Assessment of susceptibility**

#### B.4.4 Judgements on overall sensitivity

The final stage of assessing sensitivity is combining judgements on value and susceptibility to result in an overall judgement on sensitivity. Judgements are either in relation to a whole character area, or for sub areas within a larger character area. A description of overall judgements on sensitivity is provided in [Table 8](#).

Sensitivity	Criteria
Very high	Growth is not likely to be appropriate. The area is very sensitive to all types of development because of its outstanding quality and local distinctiveness (e.g. grade I listed buildings, registered parks and gardens). Tall/taller buildings are very unlikely to be appropriate in these areas.
High	Likely to be associated with the 'conserve' strategy. Extensive change is not likely to be appropriate although there may be individual sites that could accommodate new development if in character with the area. These areas are likely to be high quality residential areas that could accommodate developments of similar proportions/ architecture. There may be localised areas within these where tall/taller buildings could be accommodated.
Medium	Likely to be associated with the 'conserve' or 'restore' strategy. Potential for targeted growth: areas where character is mixed with some valued components / features but other areas with the potential for further enhancement. These areas are likely to have specific locations where growth may be possible either without detracting from existing qualities or enhancing local scenes. Areas could receive buildings different in style and architecture if they enhance local character. There are likely to be localised areas where tall/taller buildings could be accommodated.
Low	Likely to be associated with the 'restore' or 'improve' strategy. Opportunity for growth/change: areas where character is fragmented and in need of enhancement, and where there are detractors that weaken sense of place. These areas are likely to be locations appropriate for character to change, and where new development can provide a positive contribution to the broad character area (and the borough as a whole), leading to potential transformation of character. These will include the Local Plan opportunity areas where these have not been built-out. Development should be well-planned. These areas are likely to be able to accommodate tall/taller buildings.
	Likely to be associated with the 'transform' strategy.

**Table 8 Sensitivity descriptions**



## B.5 Capacity for growth

### B.5.1 Assessing probability of change

'Probability of change', also referred to as 'suitability', looks at the context of the area and the consequent appropriateness of that area, for future growth.

The probability of change assessment considers the likelihood of areas coming forward for development. It should be noted that indications of 'higher' probability is not to suggest that all sites within this areas are acceptable for development; rather, that as a whole the likelihood of change is higher. Likewise, an indication of 'lower probability' is not to suggest that no change will occur in these areas; however, as a whole the likelihood of change is lower.

The criteria for probability of change are set out in [Table 9](#).

Probability Status	Criteria
<b>Very low probability</b>	<ul style="list-style-type: none"> <li>World Heritage Sites</li> <li>Scheduled Monuments</li> <li>Registered Parks and Gardens</li> <li>Open space and blue network including Green Belt, Metropolitan Open Land, Local Green Space, Other Open Land of Townscape Importance and areas of wildlife significance (Sites of Special Scientific Interest, National Nature Reserves, Special Areas of Conservation, Local Nature Reserves, Other Sites of Nature Importance)</li> </ul>
<b>Low probability</b>	<ul style="list-style-type: none"> <li>Locally Important Industrial Land and Business Parks</li> <li>Key Office Areas</li> <li>PTAL 0-1a</li> <li>Within a conservation area</li> <li>(Unless other criteria applies)</li> </ul>
<b>Medium probability</b>	<ul style="list-style-type: none"> <li>PTAL 1b-4 (unless other criteria applies)</li> <li>Within a Local Centre or Neighbourhood Centre (unless included in very low probability or high probability due to other criteria)</li> </ul>
<b>High probability</b>	<ul style="list-style-type: none"> <li>PTAL 5-6</li> <li>Sites included on the Brownfield Land Register</li> <li>Within a Main Centre (including Major Centres and District Centres as defined by the London Plan)</li> <li>Twickenham Area Action Plan Proposal Sites</li> <li>Existing site allocations</li> <li>(Unless included in very low probability due to other criteria)</li> </ul>

**Table 9** Probability of change descriptions

On a site-by-site basis, there will be a number of factors that influence probability of change, including: existing use; quality, fitness-for-purpose and vacancy; site size and configuration; and ownership.

### B.5.2 Assessing development capacity

Sensitivity and probability of change are considered together to understand the development capacity of different parts of the borough.

The matrix at [Table 10](#) illustrates the interrelationship between probability and sensitivity and how they are used together to understand the development capacity.

		Probability			
		High	Medium	Low	Very low
Sensitivity	High				
	Medium				
	Low				

**Table 10** Sensitivity and probability matrix

This analysis is presented as a development capacity map in [Section 4](#).

### B.5.3 Tall building opportunities

Broad sites with potential opportunities for clustered tall buildings are then identified, considering the following characteristics:

- proximity to major transport hubs;
- proximity to existing tall building clusters; and
- areas where there is large regeneration potential.

Suitability for tall buildings across the borough is then mapped showing:

- opportunities for tall building clusters and/ or landmark development;
- opportunities for tall buildings within town centres and along strategic routes;
- opportunities for tall buildings within a local context; and
- areas inappropriate for tall building development.

## B.6 Tall buildings zones

### B.6.1 Tall buildings scenarios method

The tall buildings analysis identifies and tests a sample of sites likely to be appropriate for taller buildings.

Ten sites were agreed with the London Borough of Richmond upon Thames. For each of the sites a high-level hypothetical development scenario was modelled, in consultation with the Council. It should be noted that the massing and layouts shown for the scenarios are general, and should not be considered as site specific masterplan proposals.

The scenarios are developed and tested as outlined below.

#### *Draft scenarios based on good urban design principles*

High density scenarios are considered initially, with a 'target' density defined for each site, which is informed by the site's probability rating, PTAL rating and the SRQ (sustainable residential quality) matrix.

The principles considered for developing the massing scenarios are listed below.

- The context for each site is analysed at a high level, and assumptions are defined in agreement with the Council.
- Existing masterplans or site proposals are used as a basis where they already exist and are in the public domain.
- Dispersal of massing is based on its appropriateness within the wider context, including townscape, and the outcomes of the characterisation study, taking into account heights, plot sizes, proximity to adjoining buildings and uses, etc.
- Building heights are determined and adjusted to have a positive and sensitive relationship with adjoining buildings. This includes stepping down towards lower height elements, and in relation to the position of the development along a street scene.
- Buildings are distributed and spaced in line with good urban design/architectural practice to minimise overshadowing and overlooking properties.
- Land use is predominantly residential with an exception of non-residential uses prescribed to the ground floors or tower podiums generally, and in locations where deemed appropriate in terms of best practice urban design, such as providing active frontage, or delivering non-residential land use as part of increased density.

### *Review and test the scenarios*

Each development scenario is reviewed in relation to its context, and a high-level townscape and visual assessment undertaken.

Firstly, the model for each scenario is incorporated into Vu.City software to understand how it relates to its existing and future context. Views are rendered from viewpoints in the local and wider context to illustrate how the scenarios sit, including in strategic vistas or local street scenes.

Secondly, using 3D GIS software, a zone of theoretical visibility (ZTV) is generated for each scenario, taking into account topographic changes and existing intervening built form, to establish its potential visibility. The ZTV indicates which character areas may be affected by tall development in these locations.

Thirdly, each scenario is then assessed for potential effects on existing townscape character and visual amenity. The assessment is based on the evaluative information set out in the characterisation part of the study, following guidance in Guidelines for Landscape and Visual Impact Assessment (GLVIA3), Landscape Institute and IEMA, 2013. This considers how the development may positively or negatively affect character or setting through addition of new features or removing/obscuring existing features.

The principal steps for the assessment are outlined below:

- Townscape assessments focus on the character area the scenario is located within and any adjacent character areas likely to be substantially affected on the basis of the ZTV. The assessment then focused on the potential impacts to valued features as set out within the characterisation study. In particular, this includes focus on sensitive heritage assets where the historic environment is a particularly important characteristic of an area.
- Where developments would be visible beyond the borough boundary a commentary against the character of neighbouring borough areas is provided, including potential impacts of any proposed riverside development on the character of boroughs on the northern bank of the Thames.
- A high-level visual assessment, if scenarios would be visible in any strategic views (LVMF or designated local views) or locally important views identified within the characterisation study. This focuses on how the development may alter the skyline when viewed from specific locations, alongside



understanding what it may obscure and form a backdrop to. The assessment is supported by images generated from Vu.City.

- An overall conclusion is then drawn as to the acceptability of the scenario as illustrated, or whether some changes to its massing should be noted.

### *Update massing*

Where the high density scenario is found to be potentially inappropriate in a townscape a further mid-density scenario will be developed and presented in this evidence base. This mid-density scenario is then re-tested as described above to understand its appropriateness, with relevant conclusions drawn.

Where high density scenarios are found inappropriate, a brief note of this testing is included in the scenario pages ([Appendix A](#)) with the medium density scenario reported in full.

### *Assumptions for development*

The development scenarios are set out as follows:

- site areas reported in hectares (ha);
- densities reported as dwellings per hectare (dph);
- non-residential floorspace reported as GEA in sqm;
- residential floorspace reported as GEA;
- typical residential unit size is assumed to be 100 sqm GEA and will be applied to the overall GEA to assume total unit numbers.

The scenarios are based on the following assumptions:

- The block dispersal does not take into account the requirements for private open space or car parking provision.
- Provision of on-site public open spaces and play space is based on site characteristics and access to existing open spaces. The required space for each site is agreed with the council in advance to the massing development.
- The massing development does not include viability assessment.
- The massing does not include any sunlight, daylight analysis.
- The impact of the increased density on existing social infrastructure and transport network needs to be assessed if the developments take place.
- No allowance has been made for provision of additional social infrastructure on sites.
- No allowance has been made for provision of utilities or service infrastructure on sites.

## 5.6 Character area design guidance

Design guidance for each character area sets out broad principles which are intended to help achieve the strategy. This is presented alongside borough-wide, small sites and tall buildings design guidance within [Section 5](#). The design guidelines are intended as a high level overview of priorities, to inform more detailed strategies and policies. Depending on the nature of the character area, design principles may include:

- indicative height ranges where appropriate;
- massing;
- scale;
- features to be retained;
- relationship with streetscape, urban realm and open space;
- skyline;
- visual relationships and views; and
- opportunities for enhancement/mitigation.

This section includes an overall **strategy** for the character area.

The strategy takes into consideration the key characteristics, valued features and negative qualities, and outlines a high level strategy to achieve a future desired state for the character of the area.

The character area strategies are grouped into four broad actions, as described below:

**Conserve** the character: the area has a strong existing character and elements are generally in good condition. Protect the existing character, characteristic elements and features. Enhance existing elements and features where appropriate.

**Enhance** the character: the area has a strong character in places or a perceptible underlying character but which has deteriorated over time. The strategy is to restore the existing character to its 'essence' e.g. by improving maintenance of remaining characteristic features or restoring historic characteristic features that have been lost over time.

**Improve** the character: the existing area contains features which detract from the overall character, resulting in a fragmented character or one in which the essence of the character is not readily perceptible. The strategy is to protect existing features which are the essence of character; while adding new features which supplement and support the existing essential character of the area. e.g. new development in keeping with the essence of the place but creating additional height or

density as appropriate, or new public realm features to enhance the value of a space or street, such as tree planting.

**Transform** the character: the existing character is not readily perceptible, fragmented or very deteriorated. The strategy is therefore to remove detracting features and add new elements that fundamentally change the character of a place. New features should be in character with a former historic essence of place or be completely new but planned cohesively.









## Appendix C

---

### **Policy and design review**



This appendix outlines the reviews undertaken of policy relevant to the study at the national, London and borough-wide scale. It also includes a review of policies in similar boroughs alongside a design review of ten recent tall building developments within the borough.

## C.1 National policy

### C.1.1 National Planning Policy Framework

Chapter 12 of the [National Planning Policy Framework \(NPPF\)](#) (2021) covers design, reflecting that high quality buildings and places are key to what planning should seek to achieve, providing the framework for creating beautiful and distinctive places. It states that plans should:

*‘...set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area’s defining characteristics.’* (Paragraph 125)

Particularly relevant to this study, the NPPF states that planning policies should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting – but also not preventing or discouraging appropriate innovation and change (including increasing densities). Development should establish or maintain a strong sense of place, and optimise the potential of sites.

The NPPF also includes a number of policies around making effective use of land in meeting the need for homes and other uses – including building at appropriate densities and avoiding low density development where there is an existing/anticipated shortfall in land. It is important that strategic policies contained within local plans set out a clear strategy on meeting housing and employment needs. The NPPF gives support to upward extensions above existing residential and commercial properties for new homes, where this is consistent with the prevailing height and form of neighbouring properties and overall street scene and is well-designed.

This Urban Design Study therefore has a role to play in balancing (potentially competing) demands between optimising the use of sites to deliver required growth, and ensuring that well-designed places that reflect existing character are delivered.

### C.1.2 Planning Practice Guidance

[Planning Practice Guidance](#) (PPG) provides regularly updated guidance in support of the NPPF. There are a number of elements of the PPG which are relevant to this work:

- It encourages the use of the National Design Guide (see below) in both plan making and in decision-making on individual applications (Reference ID: 26-001-20191001).
- It states that planning policy can embed design outcomes through: a plan’s vision, objectives and strategic policies; non-strategic policies (e.g. in providing a clear indication of the types of development that will be allowed in the area); and supplementary planning documents (Reference ID: 26-002-20191001 / 26-003-20191001).
- The use of local design guides, masterplans and design codes should be considered (Reference ID: 26-004-20191001 onwards).
- A range of considerations should be taken into account in establishing appropriate densities, including characterisation studies and design strategies, including consideration of urban form, historic character, typologies, etc. (Reference ID: 66-004-20190722).

### C.1.3 National Design Guide

The [National Design Guide](#) (2021) reflects the government’s priorities and provides a common overarching framework for design. Good design is set out under the following ten characteristics: context; identity; built form; movement; nature; public spaces; uses; homes and buildings; resources; and lifespan.

Particularly important to this study are the following points summarised in [Table 12](#):

Characteristic	Well-designed places are:
<b>Context</b> (enhances the surroundings)	<ul style="list-style-type: none"> <li>• Based on a sound understanding of the features of the site and the surrounding context, using baseline studies as a starting point for design;</li> <li>• integrated into their surroundings so they relate well to them;</li> <li>• influenced by and influence their context positively; and</li> <li>• responsive to local history, culture and heritage.</li> </ul>
<b>Identity</b> (attractive and distinctive)	<ul style="list-style-type: none"> <li>• Have a positive and coherent identity that everyone can identify with, including residents and local communities, so contributing towards health and well-being, inclusion and cohesion;</li> <li>• have a character that suits the context, its history, how we live today and how we are likely to live in the future; and</li> <li>• are visually attractive, to delight their occupants and other users.</li> </ul>

Characteristic	Well-designed places are:
<b>Built form</b> (a coherent pattern of development)	<ul style="list-style-type: none"> <li>• compact forms of development that are walkable, contributing positively to well-being and placemaking;</li> <li>• accessible local public transport, services and facilities, to ensure sustainable development;</li> <li>• recognisable streets and other spaces with their edges defined by buildings, making it easy for anyone to find their way around, and promoting safety and accessibility; and</li> <li>• memorable features or groupings of buildings, spaces, uses or activities that create a sense of place, promoting inclusion and cohesion.</li> </ul>

**Table 12 National Design Guide: relevant extracts**

### C.1.4 National Model Design Code

The [National Model Design Code](#) (2021) provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on the ten characteristics of good design set out in the National Design Guide.

### C.1.5 Historic England

The study has also been informed by Historic England [Advice Note 4: Tall Buildings](#) which guides sustainable and successful tall building design and planning within historic environments. This document is due to be updated in 2021.

## C.2 London-wide policy

### C.2.1 London Plan

The [London Plan](#) 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

Chapter 3 of the London Plan includes policies on design, character and capacity for growth. A summary of the policies and supporting text is provided in [Table 13](#):

Policy	Part	Summary
D1 London's form, character and capacity for growth	A	<p>Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas' capacity for growth. This should include:</p> <ul style="list-style-type: none"> <li>• demographic make-up and socio-economic data</li> <li>• housing types and tenure</li> <li>• urban form and structure</li> <li>• existing and planned transport networks</li> <li>• air quality and noise levels</li> <li>• open space networks, green infrastructure and water bodies</li> <li>• historical evolution and heritage assets (including an assessment of their significance and contribution to local character)</li> <li>• typology and hydrology</li> <li>• land availability</li> <li>• existing and emerging plan designations</li> <li>• land uses</li> <li>• views and landmarks</li> </ul>
	B	<p>Boroughs should plan to meet growth requirements by using the findings of area assessments to identify suitable locations for growth (and the scale of that growth), and follow a design-led approach to establish optimised site capacities for allocations. Boroughs are encouraged to set out acceptable heights, scale, massing etc.</p>
	3.1.3	<p>It is important to understand how places are perceived, experienced and valued – a wide range of people should be engaged in the area assessment (depending on the scope and purpose of the work).</p>
	3.1.7	<p>Respecting character and accommodating change are not mutually exclusive; instead, an appropriate balance should be struck. Opportunities for change and transformation, through new building forms and typologies, should be informed by an understanding of character.</p>
D2 Infrastructure requirements for sustainable densities	A	<p>Density should consider and be linked to the provision of future planned levels of infrastructure, and be proportionate to connectivity and accessibility (by walking, cycling and public transport).</p>
D3 Optimising site capacity through the design-led Approach	A	<p>All development must make the best use of land by following a design-led approach that optimises the capacity of sites. This requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth, and existing and planned supporting infrastructure capacity.</p>
	B	<p>Higher density developments should generally be promoted in locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling, in accordance with Policy D2 Infrastructure requirements for sustainable densities. Where these locations have existing areas of high density buildings, expansion of the areas should be positively considered by Boroughs where appropriate.</p>
	C	<p>In other areas, incremental densification should be actively encouraged by Boroughs to achieve a change in densities in the most appropriate way. This should be interpreted in the context of Policy H2 Small sites.</p>
	D 11)	<p>Development should respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality.</p>



Policy	Part	Summary
D9 Tall buildings	A	Development plans should define what is considered a tall building for specific localities – which will vary between and within different parts of London.
	B 1)	Boroughs should determine if there are locations where tall buildings may be an appropriate form of development, which should include engagement with neighbouring boroughs that may be affected.
	B 2)	Locations and appropriate tall building heights should be identified on maps in development plans.
	B 3)	Tall buildings should only be developed in locations that are identified in development plans.
	C	Development proposals should address the following impacts (note, this is not the full list in Policy D9): <ul style="list-style-type: none"> <li>• long-range, mid-range and immediate views of buildings;</li> <li>• whether part of a group or stand-alone, tall buildings should</li> <li>• reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding;</li> <li>• significance of London's heritage assets and settings;</li> <li>• protection and enhancement of the open quality of the River Thames;</li> <li>• wind, daylight, sunlight penetration and temperature conditions around the building(s) and neighbourhood, and any air quality and noise impacts; and</li> <li>• cumulative impacts from multiple proposals.</li> </ul>
	3.9.2	Boroughs should determine and identify locations where tall buildings may be an appropriate form of development based on the areas identified for growth as part of Policy D1 and by undertaking a sieving exercise assessing potential visual and cumulative impacts to consider whether there are locations where tall buildings could have a role in contributing to the emerging character and vision for a place. In these locations the maximum height that could be acceptable should be determined and these locations and heights should be identified on maps in Development Plans.
	3.9.3	Boroughs should define what is a 'tall building' for specific localities. In large areas of extensive change, such as Opportunity Areas, the threshold for what constitutes a tall building should relate to the evolving (not just the existing) context. Policy D9 applies to tall buildings as defined by the borough; where there is no local definition, the policy applies to buildings over 6 storeys or 18 metres measured from ground to the floor level of the uppermost storey.
H2 Small Sites	A	Boroughs should proactively support well-designed homes on small sites (below 0.25ha).
	B 1)	Boroughs should recognise in Development Plans that local character evolves over time and will need to change in appropriate locations to accommodate additional housing on small sites.

**Table 13** London Plan 2021 policy extracts

## C.2.2 Draft Supplementary Planning Guidance

The following Draft SPG is of relevance to this Study and has been recently subject to consultation (ending January 2021). Consultation responses are currently being analysed and will inform the final version of the guidance.

### *Draft Good Quality Homes for all Londoners*

The draft Good Quality Homes for All Londoners guidance is a suite of documents that provides guidance on ensuring land is used in the best way to deliver the right quantity of new housing, at the right quality, in the right place, embedding high-quality design at the centre of housing delivery. It is split over 4 'modules' – the content of which is summarised below:

**Module A** sets out a design led methodology (comprising a three staged approach) for optimising site capacity at the plan making stage and provides an approach to assessing sites' suitability for development. This module also offers a site capacity toolkit which includes downloadable digital models of residential types and an Indicative Site Capacity Calculator.

**Module B** provides guidance on assessing the quality of small site development and preparing design codes to increase housing supply from small sites, offering Design Code examples for small housing development.

**Module C** presents a set of housing design standards for use when designing or assessing new housing.

**Module D** comprises a library of best practice, real world examples which demonstrate how different aspects of the guidance can be delivered.

## C.2.3 Supplementary Planning Guidance

### *Housing SPG*

The Housing SPG was published in 2016 under the previous Mayor of London, providing guidance on how housing-related policies in the London Plan should be implemented. It should be noted that this SPG was prepared under the previous London Plan and some aspects have been superseded or are no longer relevant (e.g. they relate to the Sustainable Residential Quality (SRQ) matrix).

Section 1.3 states that, while the best use should be made of development opportunities, proper account must be taken of the range of factors which have to be addressed in order to 'optimise' rather than 'maximise' development – including ensuring good design and taking into account local context and character.

## Shaping Neighbourhoods: Character and Context SPG

The Shaping Neighbourhoods SPG was published in 2014 under the previous Mayor of London sets out an approach to understanding character and context so that it can be considered in the planning and design process. Again, it is worth noting that the SPG was prepared under a previous London Plan.

The SPG notes that character is made up of physical, cultural and perceptual and experiential elements. The SPG sets out a process for understanding character and context, set out below. It should be noted that there is no requirement for the study to follow this methodology.

Once scoping and surveying has been undertaken, it suggests that character should be classified (including defining areas of distinct character and defining boundaries), describing each place with reference to particular characteristics and what is important and valued by the community and users, and presented using maps etc.

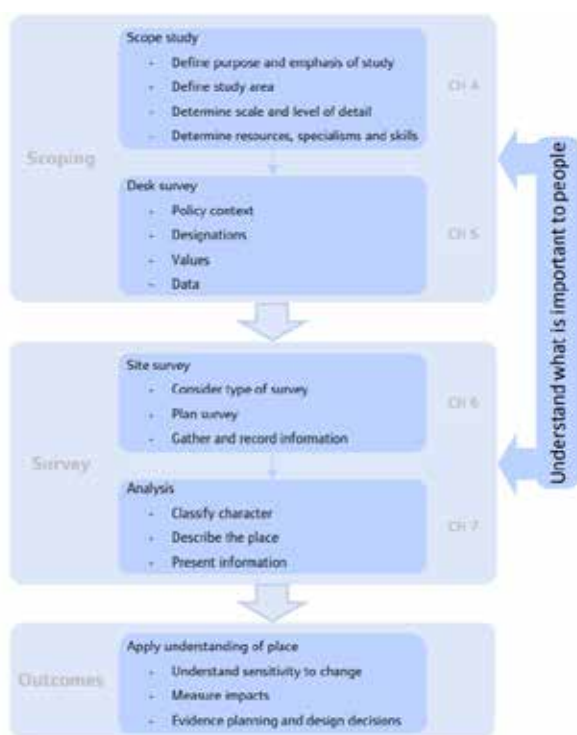


Fig. 453: Shaping Neighbourhoods: Character and Context SPG  
© GLA

## London View Management Framework SPG

The London View Management Framework SPG was published in 2012 and sets out the approach to designating, protecting and managing 27 views of

London and some of its major landmarks. These views will be considered as part of the tall buildings assessment element of the review.

## Industrial Intensification and Co-location Through Plan-led and Masterplan Approaches Practice Note

London Plan Policy E7 states that development plans should be proactive and encourage the intensification of industrial uses occupying all categories of industrial land to deliver additional capacity; and consider whether some types of industrial activities (particularly light industrial) could be co-located or mixed with residential and other uses. This note, published in November 2018, sets out good practice principles for plan-led or masterplan approaches to industrial intensification and co-location.

Whilst the note does not primarily relate to urban design or character, it does reference the importance of demonstrating that any intensification is well integrated and lead to Good Growth.

## Local Policy Context

LBRuT current adopted local development plan consists of the following documents:

- Local Plan (adopted by Council July 2018 and re-adopted in March 2020 following High Court review)
- Supplementary planning documents
- Twickenham Area Action Plan (adopted July 2013)
- London Plan (2021)

A new Local Plan is in the early stages of preparation, with the Direction of Travel consultation now complete. The new Local Plan will replace the current Local Plan (2018) and Twickenham Area Action Plan (2013).

A summary of the relevant policies included in the current local development plan is included in the comparison of approaches in [Table 14](#), [Table 15](#) and [Table 16](#).

Policy	Part	Summary
<b>Strategic Vision:</b>	n/a	As noted in the vision for LBRuT over the next 15 years –
<b>Protecting Local Character</b>		The borough's villages and their special and distinctive characters will have been protected, with each being unique, recognisable and important to the community and to the character of the borough as a whole. Heritage assets including listed buildings and Conservation Areas, historic parks as well as Royal Botanic Gardens, Kew World Heritage Site, which contribute so significantly to the character of this borough, will have been protected and enhanced.



Policy	Part	Summary
<b>Strategic objectives: Protecting Local Character (1 &amp; 2 selected as of relevance to this Study)</b>	1	Maintain and enhance the borough's attractive villages, including the unique, distinctive and recognisable local characters of the different village areas and their sub-areas.
	2	Protect and, where possible, enhance the environment including the heritage assets, retain and improve the character and appearance of established residential areas, and ensure new development and public spaces are of high quality design.
<b>Spatial strategy: Protecting Local Character</b>	3.1.11	A key priority of the Spatial Strategy is that this unique local character continues to be protected and enhanced throughout the borough. The different village areas and their special character within the borough, including those along the River Thames and its banks, will be maintained and enhanced, and historic views and the setting of heritage assets will be protected. In established residential areas the historic character as well as local biodiversity and trees will be maintained.
	3.1.14	In order to achieve sustainable growth within the borough, future development is therefore expected to take place on brownfield sites. Improvements, such as enhancing the immediate environment, creating new pedestrian and cycling linkages, especially to and from as well as alongside the rivers, and other environmental enhancement will be sought.
<b>Policy LP 1 Local Character and Design Quality</b>	n/a	Requires development proposals to have a thorough understanding of the site and how it relates to existing context including character. To ensure this, the following will be considered when assessing proposals:
	1	Compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;
	2	Sustainable design and construction, including adaptability, subject to aesthetic considerations;
	3	Layout, siting and access, including making best use of land;
	4	Space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;
	5	Inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and
	6	Suitability and compatibility of uses, taking account of any potential adverse impacts of the co-location of uses through the layout, design and management of the site.
<b>Policy LP 2 Building Heights</b>	n/a	Requires proposals to strengthen the setting of the borough's valued townscapes and landscapes, through appropriate building heights and sets out a number of criteria against which proposals should be assessed.
	4.2.1	The borough is characterised primarily by low to medium-rise residential development patterns, which has produced very attractive townscapes, which are important to the borough's distinctive character.

Policy	Part	Summary
	4.2.2	Higher density development would only be appropriate in the main centres: <ul style="list-style-type: none"> <li>• The potential for 'tall' buildings is generally clustered close to Richmond and Twickenham train stations.</li> <li>• The centres of Richmond and Twickenham are areas where 'taller' buildings may be appropriate.</li> <li>• Higher densities could potentially be achieved in Whitton, East Sheen and Teddington centres. However, Whitton High Street is defined by predominately 3-storey terrace buildings and as such 'taller' buildings are unlikely to be appropriate. The majority of East Sheen centre is defined by predominately 3-storey terrace buildings, and in these areas 'taller buildings' would not be appropriate. Teddington centre is generally low-rise (i.e. 3-storeys) and the High Street is within a designated Conservation Area; therefore, opportunities for 'taller buildings' would be very limited and only considered in locations where there are currently existing 'tall'/'taller' buildings.</li> <li>• There are only very few sites outside of the above centres with existing 'tall' or 'taller' buildings, including Richmond upon Thames College, Twickenham Rugby Stadium, Teddington Studios and Mortlake Brewery. Within these specific and exceptional sites, 'taller' or 'tall' buildings may be appropriate, subject to the criteria set out in this policy.</li> <li>• Elsewhere in the borough it is considered that 'taller' or 'tall' buildings are likely to be inappropriate and out of character with its historic context and local distinctiveness.</li> </ul>
	4.2.3	'Taller' buildings are defined as those being significantly taller than the neighbouring buildings, but less than 18 metres in height (below six storeys); a 'tall' building is defined as a building of 18 metres in height or higher.
<b>Site allocations</b>	n/a	Some of the policies for each site allocation include guidance on design, townscape etc.

**Table 14 Local Plan**

Policy	Part	Summary
<b>Village Planning Guidance SPDs (a total of 13 SPDs have been adopted between 2016 and 2018)</b>	n/a	<p>Policy LP1 supporting text provides a description of the SPDs:</p> <p>LBRuT has been divided into a series of smaller village areas. Each village is distinctive in terms of the community, facilities and local character, which together make up the unique and distinctive character of the borough. The villages are attractive with most containing many listed buildings and Conservation Areas, and the local character of each village is unique, recognisable and important to the community and to the aesthetic of the borough as a whole.</p> <p>Village Planning Guidance SPDs have been developed for the village areas (with the exception of Ham and Petersham, where the designated Neighbourhood Forum is developing its own Neighbourhood Plan for the area). The SPDs identify the key features and characteristics of the village areas that are valued by local communities. Each village area has been subdivided into Conservation Areas and Character Areas, and for each area the context, character and local features have been analysed and assessed. The Village Planning Guidance SPDs are the main starting point for design guidance to those seeking to make changes to their properties or to develop new properties in the area.</p>
<b>Design Quality SPD (adopted 2006)</b>	3.3	<p>Urban Form and Character Areas</p> <p>Provides a description of the borough's urban form, specifically that:</p> <p>It varies according to density, scale, settlement patterns, building styles and materials and is broadly residential. Within this wider urban form individual pieces of character emerge due to particular landmarks or distinctive groupings of buildings and open space or other natural elements such as the river. Twelve distinct character areas are identified, defined by their cohesive identity or the location of both natural and man-made barriers such as the river, open space and the railways. Character area descriptions with an accompanying plan are provided in the SPD.</p>
<b>Small and Medium Housing Sites SPD (adopted 2006)</b>	n/a	<p>Provides design advice for the majority of residential development which are likely to be proposed in the Borough and contains four chapters:</p> <ul style="list-style-type: none"> <li>• Residential character</li> <li>• Design Guidance for Infill Development</li> <li>• Design Guidance for Backland Development</li> <li>• Home Design</li> </ul>

Table 15 Supplementary Planning Documents

Policy	Part	Summary
<b>Twickenham Area Action Plan</b>	n/a	<p>The Twickenham Area Action Plan covers the commercial town centre and provides a framework for achieving the revitalisation of the centre, including through the redevelopment of key sites. The vision includes:</p> <p>Protecting, enhancing and making the most of the character of the centres built and open environment, including the Thames and Crane riversides and associated river related activities and Twickenham working waterfront.</p>

Table 16 Area Action Plans

### Comparison of approaches used in recently adopted Local Plans

A comparison of policy approaches used in other London boroughs is presented in [Table 17](#). This includes boroughs of Hammersmith and Fulham, Sutton and Wandsworth which have all adopted Local Plans in the last five years and share similarities (in terms of geography and/or development pressure etc.) with LBRuT – although there are notable differences too. It should be noted that these Local Plans are not necessarily consistent with the London Plan (2021) given the timing.

[Table 17](#) also includes Westminster where, following an independent examination by the Planning Inspectorate, the new City Plan (with recommended main modifications) has been found sound and compliant with legal requirements. Given the similarities with Richmond, including the presence of a World Heritage site and an array of other heritage assets, the policies contained within the City Plan 2019-2040 Intend to Adopt version (incorporating main modifications) have also been considered.

Whilst these are not necessarily ‘best practice’, there are a number of useful conclusions that can be drawn:

- The policy approach to design and character differs. Most of the case studies include an overarching policy which covers these elements; however, some also embed additional policy requirements in other policies – e.g. area-specific policies. The detail and criteria used also varies.
- Given design and character can ‘spill’ across multiple policies, this has the potential of causing confusion.
- Character areas, or the difference in character across the boroughs, are not always mapped – and where they are, they are not referred to in specific policies etc. This is not the case in LBRuT where character areas have been described most recently through the Village Planning Guidance SPDs, rather than the local plan itself.
- None of the case studies included policies specifically on the design of small sites. LBRuT has an SPD on small and medium housing sites; however this was adopted in 2006.
- The definition of a tall building is locally-defined, and in some cases is sub-categorised by area or type to allow for more locally-sensitive outcomes. Areas where tall buildings are likely to be appropriate (or inappropriate) are usually defined.



	Richmond upon Thames	Hammersmith and Fulham	Sutton	Wandsworth	Westminster
<b>Date of adoption</b>	July 2018 (re-adopted in March 2020 following High Court review)	February 2018	February 2018	March 2016 (note, LB Wandsworth is currently preparing a new draft Local Plan - a public consultation on the 'Pre-Publication' Draft Local Plan (Regulation 18) was held between January and March 2021)	Council to proceed towards formal adoption of the City Plan 2019-2040: Intend to Adopt version at next meeting of Full Council (as of 23 March 2021)
<b>Approach to urban design and character</b>	Local Plan Strategic Vision includes a section on protecting local character, including the special and distinctive characteristics of the borough's villages and the historic environment. Strategic objectives and spatial strategy also reflect this. Includes a policy on local character and design quality, requiring proposals to have a thorough understanding of the site and how it relates to existing context including character. Individual Village Planning Guidance SPDs have been or are being prepared, identifying key features and characteristics of the village areas valued by local communities. Includes a detailed criteria-based policy on building heights. Includes a policy on open land on townscape importance. Some of the policies for each site allocation include guidance on design, townscape etc.	Includes a policy on built environment, requiring development to respect and enhance townscape context and heritage – borough-wide rather than location-specific. Includes a policy on housing quality and density which states that development should respect the local setting and context – again, this is borough-wide.	Includes a comprehensive overarching criteria-based policy on character and design. Policies on specific areas (e.g. Sutton Town Centre) also have guidance on character, design and taller buildings.	Vision references distinctive neighbourhoods, reflected in a high level policy in the Core Strategy. Higher densities promoted within centres, particularly Wandsworth, Clapham Junction and East Putney. Includes a policy on townscape which covers urban design, character and tall buildings. Development Management Policies Document includes a general development principles policy which references local landscape and character.	Includes a policy on design principles, requiring new development to incorporate exemplary standards of high quality, sustainable and inclusive urban design and architecture befitting Westminster's world-class status, environment and heritage and its diverse range of locally distinctive neighbourhoods. The policy includes requirements for all development to positively contribute to Westminster's townscape and streetscape having regard to the character and appearance of the existing area, as well as the form, character and ecological value of parks, gardens and other open spaces. Includes a policy on townscape and architecture which states that development will be sensitively designed, having regard to prevailing scale, heights, character, building lines and plot widths, materials, architectural quality and degree of uniformity in the surrounding townscape.
<b>Mapped character areas</b>	Yes (through Village Planning Guidance SPDs).	No	Yes – based on both density, era (pre-1915, inter-war, post-war and recent), and estates and cottage garden estates. However, these maps sit in the supporting text and do not have specific policies attached to them.	No	Policy on townscape and architecture refers to a variety of distinctive spaces and features which contribute to the character and appearance of townscapes across the city. However, there are no specific character areas defined or maps provided.

	Richmond upon Thames	Hammersmith and Fulham	Sutton	Wandsworth	Westminster
<b>Definition of 'tall building'</b>	"Taller" buildings are defined as those being significantly taller than the neighbouring buildings, but less than 18 metres in height (below six storeys); a 'tall' building is defined as a building of 18 metres in height or higher.'	'Significantly higher than the general prevailing height of the surrounding townscape'	Includes three categories: <ul style="list-style-type: none"> <li>• Mid-rise ('tall in the context of relatively low-rise development. In absolute terms, they are in the region of 4 to 6 storeys (12 to 18m).')</li> <li>• Tall ('significantly taller than the mean height of surrounding development and will have a range of 7 to 10 storeys (21 to 30m).')</li> <li>• Very tall ('excessively taller than the surrounding built form and will be from 11 storeys upwards.')</li> </ul>	'Those which are substantially taller than the prevailing height of neighbouring buildings and/or which significantly change the skyline.' Number of storeys for particular locations set out in the Development Management Policies Local Plan (where tall buildings are likely to be inappropriate).	'Tall buildings are defined as buildings of twice the prevailing context height or higher or those which will result in a significant change to the skyline.'
<b>Approach to tall buildings</b>	Supporting text states that tall buildings should be generally clustered close to Richmond and Twickenham stations, with 'taller' buildings elsewhere in these centres and other locations. Guidance is quite granular – e.g. names specific streets where tall buildings are unlikely to be appropriate. Required townscape appraisal / visual assessment and design justification for taller / bulkier developments.	Includes a policy on tall buildings which states they will generally be resisted apart from within four defined areas. Criteria-based policy used to guide proposals in these areas.	Includes a policy on taller buildings both in terms of areas (via a policies map) and design criteria. Areas are broken down into the three categories of taller buildings set out above.	Supporting text reflects that tall buildings can create attractive landmarks, act as a catalyst for regeneration, and be an effective use of land, but should be sited in appropriate locations and be acceptable in design terms. Areas of search for tall buildings defined in Core Strategy, though it is stated that some sites will still be sensitive. Tall Building Policy Areas defined in the Development Management Policies Document, and area-specific policies on tall buildings included in the Site Specific Allocations Document (making reference to the Development Management Policies Document).	Includes a policy on building height including 'general principles' which proposals for tall buildings will be required to adhere to. 'Locational principles' define the areas where development of tall buildings may be acceptable including Paddington Opportunity Areas, Victoria Opportunity Areas, Marylebone flyover / Edgware Road junction and the Housing Renewal Areas, provided in the first instance they comply with the 'general principles'. The policy states that these principles need to be cross-referenced against more detailed area specific design principles, and for the Housing Renewal Areas, policy 42 and with site-specific guidance set out in the forthcoming Site Allocations Development Plan Document.
<b>Approach to urban design on small sites</b>	No recent guidance.  (Small and Medium Housing Sites SPD was adopted 2006)	None	None	None	None
<b>Other relevant details</b>		Much development focussed into four Regeneration Areas and other strategic sites (plus Old Oak Development Corporation) – strategic policies for each area/site include limited details on design including urban grain, townscape etc.		Includes specific policies on Nine Elms and North-East Battersea, Wandsworth Town and Wandle Delta, Clapham Junction etc., which reflects the different approach in relation to higher densities etc. on a high level – further detail provided in the separate Site Specific Allocations Document (2016).	

Table 17 Borough-wide planning policy comparison



### C.3 Assessment of design quality

This section provides a review of the design quality of ten recent developments in the borough.

The assessment considers aspects such as appropriateness of height and massing, materials, façade treatments, overall quality of detailing and public realm provision. It is a subjective assessment undertaken by the same team completing the characterisation aspects of the study.

Please note that the assessment of design quality is subjective and based upon an independent review of each individual application by the Arup team, considering the information submitted in support of the application. This assessment offers a high level discussion of the principles of each individual scheme and do not seek to challenge or conflict with any planning decision in relation to these applications.

The high level considerations for each of the assessment criteria are provided below. These have informed the design guidance sections and provides indications of whether there are any gaps in policy that could be addressed in the new Local Plan.

#### ***Architectural quality (high/acceptable/low)***

- Materials
- Finish
- Innovation
- Appearance
- Façade
- Layout

#### ***Urban design quality (high/acceptable/low)***

- Orientation
- Form
- Scale
- Height
- Massing

#### ***Landscape (high/acceptable/low)***

- Orientation - is it sunny?
- Play provision and quality
- Seating
- Planting, and suitability and size of trees
- Publicly accessible open space

#### ***Heritage (enhances/does not impact/negatively impacts)***

- Adjacent or in proximity to

#### ***Legibility (enhances/does add value/negatively impacts)***

- Visual reference
- New links
- Relationship to other tall buildings

#### ***Street frontage (positively impacts quality of the street/does not impact/negatively impacts)***

- Ground floor uses
- Active frontage to pedestrian links

#### ***Safety (positively impacts /does not impact/negatively impacts)***

- Natural surveillance
- Balconies.

C.3.1 St Clare Works, Holly Road



Fig. 454: St Clare Works location plan  
© Crown copyright and database right 2021



Fig. 455: Perspective view of Block 1 from Holly Road entrance  
© AHR Architects and Notting Hill Genesis, St Clare Business Park Site Design and Access Statement, 2019

Application reference	19/3201/FUL
Number of units	112 residential units, a mix of 14 houses and 98 apartments. 894 m2 of commercial space
Site Area	0.9 ha
Density (dph)	124
Use	Residential and commercial
Number of storeys	5 storey main residential block; 3 storeys houses
Private open space	Private and communal amenity space
Public open space/ public realm	Creation of thoroughfare between Holly and Windmill Roads for pedestrian and vehicular access.
Has the scheme been built?	No, permission was not granted on grounds of loss of employment land and the failure to provide an appropriate mix of affordable housing units and tenures.
Character area	Hampton Hill Residential

The site is within the Hampton Hill local centre and is designated as industrial land & business park. Architectural quality is good, with well-considered façades and materials. The proposed development has a large footprint and extensive layout that present a new scale in under-developed industrial land, set back from wider townscape elements. The proposed rows of terraced housing help integrate the scheme with the massing of adjacent streets. The proposal enhances permeability from Holly Road to Windmill Road. Tree-lined gardens and public realm would replace dominant hard-surfacing. Ground-level commercial use of the two main blocks creates an active frontage but this could be made a more prominent feature of the site.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
YES	H	H	H	N/A	H	M	M

Table 18 St Clare Works design quality assessment overview

Conclusion

This is an example of high-quality design that considers the historical context and aesthetic of the local area (complementing the frontage of the Old Library and communicating the site’s former nursery use through landscape design). The proposal acknowledges the massing of adjacent streets and attempts to integrate its larger-scale elements by offsetting them with new, well-spaced terraced houses. Key design considerations such as the choice of materials and frontage details make the development more compatible with the local character and a good design precedent for Richmond.

The enhanced landscape and amenity space around the development would set a good precedent for Hampton Hill and the High Street, which remains traffic dominated.

Despite the council’s approval, the proposal was refused by committee, in part because of the loss of potential employment floorspace within a Locally Important Industrial Land and Business Park. This shows the need for proposed developments to consider how their function aligns with their surrounds, especially in town or local centres and sites allocated for specific purposes.



## C.3.2 Old Station Forecourt, Railway Approach

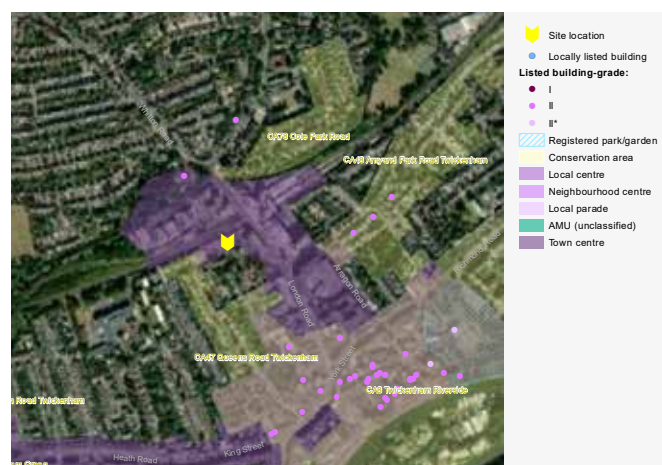


Fig. 456: Old Station Forecourt location plan

© Crown copyright and database right 2021



Fig. 457: Proposed view of development from Queen's Road

© Wimshurst Pelleriti, Station Yard, Twickenham Design & Access Statement (2019)

<b>Application reference</b>	19/3616/FUL
<b>Number of units</b>	46 residential units (10 affordable units)
<b>Site Area</b>	Unknown
<b>Density (dph)</b>	Unknown
<b>Use</b>	Residential
<b>Height (max)</b>	28.8 m
<b>Number of storeys</b>	6 storeys
<b>Private open space</b>	Private amenity space and communal planting beds around site.
<b>Public open space/ public realm</b>	Aims to enhance adjacent public realm around the TfL site and The Albany.
<b>Has the scheme been built?</b>	No, permission was granted at committee 03.03.2021
<b>Character area</b>	Twickenham Town Centre

The site is located within Twickenham town centre. This is a principal area for growth where tall buildings would be appropriate. The proposed design is of good architectural quality, acknowledging local building vernacular and materiality, with raised ground floors and brick detailing that responds to the 19th century brickwork synonymous with railway architecture. The proposal responds well to the taller developments along Station Road. Combined with Bridge House, the proposal could form an imposing edge with developments around Queen's Road residential area. Proposed landscape design aims to provide a new Civic Square opposite The Albany and additional tree planting to border the TfL site. The proposed development block would enhance legibility from current "void" in townscape by framing Station Yard and marking the end point to local views.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
YES	M	H	M	N/A	H	M	M

Table 19 Old Station Forecourt design quality assessment overview

## Conclusion

This is a reasonable example of an infill tall development in an area of change where it was limited by site constraints. It was acknowledged that the height of the proposal exceeds the 3-4 storeys recommended in the site allocation but this seems justified by its contribution to the character and legibility of the town centre. This addresses the taller buildings along London Road well and provides a step in height and scale between them and the adjacent 3 storey developments to the south and west.

The proposal considers, but does little to respond to, the character of the mostly 3 storey residential area around Queen's Road. The good design quality, materiality and landscape design enhance the streetscape and better connect the area around Queen's Road to the town centre. The apparent consideration of site context and built heritage (materiality and relationship with The Albion) sets a good precedent for future development within Twickenham.

C.3.3 Kew Biothane Plant, Melliss Avenue



Fig. 458: Kew Biothane Plant location plan  
© Crown copyright and database right 2021



Fig. 459: Render of proposed development as seen from proposed playground  
© Red & Yellow and Marchese Partners, Melliss Avenue, Kew, Design & Access Statement (2018)

Application reference	18/3310/FUL
Number of units	89 suites
Site Area	0.65 ha (0.2 ha built footprint)
Density (dph)	445
Use	Specialist residential (C2 Use Class integrated care community)
Number of storeys	4 to 6 storeys
Private open space	Communal amenity space and private balconies.
Public open space/ public realm	Proposes publicly accessible community amenity spaces.
Has the scheme been built?	No, permission was granted following consideration at committee 16.09.20
Character area	East Kew Mixed Use

Acceptable architectural quality with a simplified material palette that continues the vernacular of the Kew Riverside Masterplan. The muted aesthetic and setting back of the upper 2 storeys reduces their visual prominence to soften the building’s form. The building is well-spaced from neighbouring buildings but is 2 - 3 storeys taller than Saffron House and the other buildings along Melliss Avenue. Landscape design enhances permeability between Kew Riverside and Thames Valley Housing. It creates a well-planted, publicly accessible community amenity space and softens the building frontage. The design enhances the streetscape quality from the former sewage works. It offers active ground floor facilities for community use, including public toilets and a café. The layout of the building and its extruded balconies facilitate open views and passive surveillance across its surrounds.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
NO	M	M	H	N/A	H	H	H

Table 20 Kew Biothane Plant design quality assessment overview

Conclusion

This is a well-thought-out proposal of reasonable design quality that responds well to its function as an integrated care community. The proposed height is reflective of the masses of nearby buildings such as the National Archives and the setting-back of the top 2 storeys is considerate of the building’s impact on neighbouring residential apartments. The proposed building reduces the built footprint of the sewage works within the MOL parcel (proposal has reduced in size since initial iteration to minimise impact on MOL) and provides a more aesthetically pleasing and

permeable site design. The proposed building aesthetic is somewhat anonymous, but the enhancement of its surrounding landscape responds well to the context of the site and its proximity to the Thames.

The proposal responded well to extensive community engagement and talks with the GLA regarding development within MOL parcel.



### C.3.4 Richmond upon Thames College, Egerton Road



Fig. 460: Richmond upon Thames College location plan

© Crown copyright and database right 2021



Fig. 461: View along south road of proposed development

© Clarion Housing Group, Richmond College, Design & Access Statement (2018)

<b>Application reference</b>	15/3038/OUT
<b>Number of units</b>	180 (+23) residential units
<b>Site Area</b>	1.6 ha replacement college; 0.6 ha STEM centre; 0.7 ha secondary school; 0.4 ha SEN school; 0.2 ha Technical Hub; 0.4 ha sports centre;
<b>Use</b>	Mixed-use/educational/residential
<b>Number of storeys</b>	2 to 3 storey residential units; 3 to 5 storeys school
<b>Private open space</b>	Upgrading of Craneford Way playing fields; private and communal landscaping associated with residential plots; communal open space around educational blocks;
<b>Public open space/ public realm</b>	Alterations to access from A316 and points along Egerton Road; upgrading of Marsh Farm Lane footpath;
<b>Has the scheme been built?</b>	No. Permission for the residential zone was granted 02.08.19. Site has since been acquired by Clarion and further changes proposed to the main layout.
<b>Character area</b>	Twickenham Residential

Scheme of reasonable architectural quality that incorporates materials and details from the former site and surroundings. Proposed housing along site boundary helps transition the larger, central blocks and their perceived scale is reduced by the creation of slots through them. This benefits the permeability of the site, improving access to the central amenity. Entrance gateways form recurrent markers to provide visual continuity across the site and lead people from adjacent roads. Enhanced planting around the site boundary positively impacts quality of the street and pedestrian links. Buildings mostly face inwards within the site to minimise intrusion of adjacent properties.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
NO	M	M	M	N/A	M	M	M

Table 21 Richmond upon Thames College design quality assessment overview

### Conclusion

This is a good example of the replacement of an existing landmark and large site consisting of a network of buildings. It was acknowledged that the height and scale of the buildings was justified by those of the former site and efforts were made to reduce their impact on the local character. The attention paid to the materiality and design of nearby development (window brickwork features of existing college, entrance scale, corbelling) helps integrate this design into its neighbourhood context whilst still providing a juxtaposition of contemporary design with 20th century

townscape. The demolition of the existing college building reduces the sense of identity and legibility associated with the site and the proposed design is comparatively nondescript. The enhancement of green infrastructure looks to better connect it with the adjacent open spaces.

Less-prescriptive design codes have enabled a slight compromise in design quality from the initial proposal. Detailed planning conditions are required to ensure the quality of this design.

### C.3.5 Informer House, 2 High Street

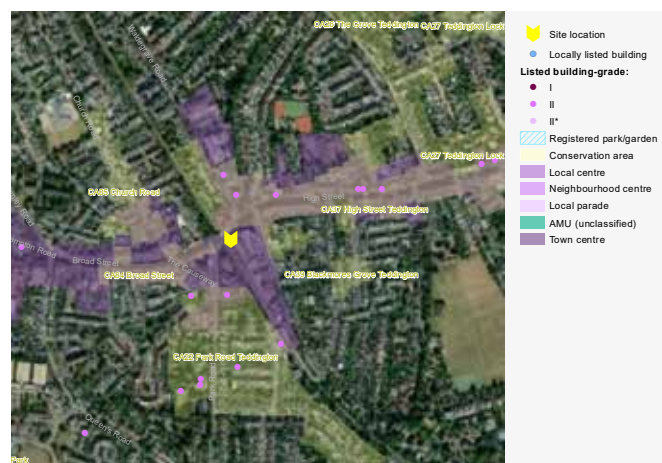


Fig. 462: Informer House location plan

© Crown copyright and database right 2021



Fig. 463: Render of view from High Street, west of railway bridge

© Wimshurst Pelleriti, RHP - Informer House Design & Access Statement (2016)

<b>Application reference</b>	15/3038/OUT
<b>Number of units</b>	23 apartments
<b>Site Area</b>	0.03 ha
<b>Density (dph)</b>	445
<b>Use</b>	Residential
<b>Number of storeys</b>	5 to 6 storeys
<b>Private open space</b>	Private balconies.
<b>Public open space/ public realm</b>	Increased public realm along High Street frontage.
<b>Has the scheme been built?</b>	Under construction following approval subject to conditions regarding parking and refuse arrangements.
<b>Character area</b>	Teddington Town Centre

Site of good architectural quality within Teddington town centre. The design acknowledges the inconsistent materiality of its immediate surrounds and proposes a more contemporary palette. Dominant use of a light stock brick reduces the scheme's visual mass and mediates between surrounding buildings. Proposal is of a greater height and scale than other nearby buildings, but the division of the development softens the massing. The building adds to the local visual reference formed by the Travelodge building. The set-back façade reduces the sense of scale and increases public realm on the High Street. A mix of planting and hard landscaping has been proposed to enhance this frontage. Ground-level commercial use helps activate the streetscape and amend the sense of disjointedness along the High Street on either side of the railway bridge.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
YES	M	H	M	N/A	H	H	M

Table 22 Informer House design quality assessment overview

### Conclusion

This is a good example of a town centre redevelopment that creates a landmark for the existing High Street and also improves the sense of cohesion across it. The design shows relatively little response to the materiality and heights of its context but sets a good design precedent for the local character by looking to enhance the wider standard of built development in this area, with more contemporary materials and styles. The scheme replaces a 2 storey office building and establishes a building of more appropriate scale for this plot. It makes a positive contribution to the local

character of Teddington High Street, improving the sense of place and functionality of the High Street.



C.3.6 Gregg’s Bakery Site



Fig.464: Gregg’s Bakery Site location plan  
© Crown copyright and database right 2021



Fig.465: View of proposed mews design within site  
© Assael, Greggs Bakery, Twickenham Design and Access Statement (2019)

Application reference	19/0646/FUL
Number of units	116 residential units, a mixture of 51 townhouses and 65 apartments. 175 sq m of commercial space
Site Area	1.1 ha
Density (dph)	105
Use	Residential
Number of storeys	Maximum 5 storeys
Private open space	Most units have some element of private open space, comprised either townhouse rear gardens or balconies for the apartment typologies.
Public open space/ public realm	Creation of mews street with intimate relationship between the townhouse fronts, semi-private space in-front and the public realm. Opening up of a new aspect and play space to the river Crane. Apartment typologies include communal roof terraces.
Has the scheme been built?	No, permission was not granted on grounds of loss of employment land.
Character area	Twickenham Residential

This site sits outside a town centre in the residential area near Hilton Road Twickenham. The proposal is of high architectural quality with great attention paid to varying materials and detailing. The scheme layout reflects the scale and massing of the surrounding streets, with townhouse typology creating a new mews and a step up in scale to match the adjacent industrial buildings. Roof profiles are stepped back to hide the extra building mass. The development is permeable and creates a new axis of movement, the townhouses front directly onto the street and as such provide a high degree of natural surveillance. Enhanced landscape design and planting helps define plot boundaries and better connects it to the Thames.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
NO	H	H	H		H	M	H

Table 23 Gregg’s Bakery Site design quality assessment overview

Conclusion

This proposal is generally of high design quality, not only responding sensitively to the existing historic character, but the proposal also sets out a clear rationale for the design decisions that have been made. This was improved through further engagement with the Design Review Panel. The key design considerations are the respect of the historic development of the morphology of the area in terms of its urban grain and relationship to the street, materials and distribution of height across the site. The key contemporary design features include

sensitive roof profiling, shared space public realm and the incorporation of mature trees to define boundaries. The proposal would have set some good precedents for the borough, however, the planning application was turned down due the loss of employment land. This may indicate that policy needs to encourage a greater mix of uses through innovative architectural typologies so that employment space can be preserved at the same time as delivering new houses.

### C.3.7 Former Stag Brewery



**Fig.466:** Former Stag Brewery location plan

© Crown copyright and database right 2021



**Fig.467:** Render of proposed view of development from across the Thames

© Squire & Partners. Stag Brewery. Mortlake Design and Access Statement Volume 2 (February 2018)

<b>Application reference</b>	18/0547/FUL
<b>Number of units</b>	Up to 1,250 units
<b>Site Area</b>	9.24 ha
<b>Density (dph)</b>	135
<b>Use</b>	Mixed use: residential with provision of retail and office floorspace, school, and care facilities
<b>Number of storeys</b>	3-8 storeys
<b>Private open space</b>	N/A
<b>Public open space/ public realm</b>	Significant open space network of plazas and semi-public courtyards
<b>Has the scheme been built?</b>	No, RuTC resolved to grant permission, however the scheme was called in by the Mayor on the grounds of affordable housing provision
<b>Character area</b>	Mortlake Riverside

The proposal seeks to activate the ground floor along a new extension to the high street. Built vernacular is derived from the historic malting building and from mansion block typologies typical of south west London. Proposed development of similar massing to former industrial buildings but with details such as bay windows and mansard roofs more akin to residential blocks. The distribution of active uses in the interior of the site may result in the development becoming distinct from its surroundings. The orientation of the development emphasises the connection to the riverside and the urban form is a contemporary mixed use development, which does not demonstrate an understanding of the historic context of the area. The landscape proposals are generous and rightfully emphasise the riverside location, creating a green link between Mortlake Green and the riverside walk.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
YES	M	M	M	N/A	H	H	M

**Table 24 Stag Brewery design quality assessment overview**

## Conclusion

The initial proposal was well-considered, and the quality of design was satisfactory - a contemporary vernacular that referenced local typologies. Despite the morphology of the proposal departing from the historic urban form, the size and scale of the development results in this being a coherent new local landmark. The layout and distribution of uses creates an internal focus, which does not obviously relate to context but creates links to a new riverside amenity space.

The Mayor of London has called the scheme in for

determination on the grounds that the application is of strategic scale and as such the level of affordable housing provision is too low. The strategy employed by the applicants has been to increase the number of residential units without significantly altering the layout. As well as resulting in altered internal configurations of buildings, this has also resulted in an increase in overall height of the scheme. Given the hybrid vernacular detailing and already considerable mass of the buildings, this arbitrary increase in height is likely to have a detrimental impact on over design quality, with the scale of enclosure of streets and open spaces considerably impacted.



C.3.8 14 St Leonards Road



Fig. 468: 14 St Leonards Road location plan  
© Crown copyright and database right 2021



Fig. 469: Front elevation of the proposed design  
© Life U Design

Application reference	19/2199/FUL
Number of units	2 residential apartments; 1 commercial unit
Site Area	0.007 ha
Density (dph)	285
Use	Residential and commercial
Number of storeys	3 storeys
Private open space	Private garden accessible by Flat 01
Public open space/ public realm	No public open space provided
Has the scheme been built?	No. Approved in January 2021.
Character area	Mortlake & East Sheen Railwayside

The site borders the East Sheen town centre along Sheen Lane. Acceptable architectural quality that appears consistent in style and standard with the neighbouring buildings. Infill development that conforms in height, orientation, and roof angle, to the general 3 storey, Victorian-style properties along St Leonards Road and mirrors the design of no's 16, 18, and 20. Extended footprint helps transition from residential area to Sheen Lane. Materiality and façades of buildings along the road is variable, reducing the area's sensitivity to impact from this development. Improves legibility of streetscape by replacing vacant yard with a tidier frontage and hard landscaping. It is not likely to visually intrude on any nearby buildings. Commercial unit on ground and basement floors will be an improvement on the currently under-utilised, prime land.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
YES	M	H	N/A	N/A	N/A	M	H

Table 25 14 St Leonards Road design quality assessment overview

Conclusion

This is a good example of an infill development that is sympathetic to the neighbouring Victorian terraces and responds well to its context. The scheme is appropriate and seemingly well-considered. It facilitates better usage of otherwise under-utilised space which enhances the security of the area and increases the coherence between the buildings along Sheen Lane and St Leonards Road.

The proposed materiality and frontage design mirrors the neighbouring buildings and is therefore in keeping

with local character whilst the extended depth of the building is a clever use of the plot space that helps it address the larger buildings along Sheen Lane.

The proposal sets a good precedent for a the development of smaller, vacant plots within the borough. It would enhance the residential and commercial capacity of this space in a manner that is in keeping with the local character and building vernacular.

C.3.9 27 Blandford Road



Fig. 470: 27 Blandford Road location plan  
© Crown copyright and database right 2021



Fig. 471: Proposed front elevation from street of development  
© Aquinna Homes/ Meier Architects, Design and Access Statement (2021)

Application reference	20/2987/FUL
Number of units	3 terraced houses
Site Area	0.045 ha
Density (dph)	67
Use	Residential
Number of storeys	3 storeys
Private open space	Garden space to the front and rear of each property and parking at the front.
Public open space/ public realm	No public open space provided
Has the scheme been built?	No. Granted approval 17.05.2021.
Character area	Teddington Residential

Acceptable architectural quality that conforms to the overarching Victorian style of neighbouring buildings. The proposed materials and detailing project a traditional appearance with gabled elements, brick detailing, and vertical tile-hanging. Corner plot development of similar scale to other buildings within the residential area and positioned behind existing building lines. Its spacing from neighbouring buildings, and additional planting and tree screening, reduce amenity loss to the wider area and improve the street facing frontage. Enhances legibility of the corner plot and forms a visual reference to the bend of Blandford Road. New access points to the eastern side of the street would benefit the property and slightly increase the sense of continuity around the sharp bend of the road. The design benefits the surveillance potential around the dwellings without creating any overlooking issues.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
NO	M	M	N/A	N/A	M	M	M

Table 26 27 Blandford Road design quality assessment overview

Conclusion

This is a good example of a corner plot development that is sympathetic to the neighbouring buildings in scale and aesthetic improves the legibility of the streetscape. The scheme seems appropriate and seemingly well-considered. It facilitates increased residential usage of the site without becoming cramped or at odds with adjacent buildings.

Proposal calls for the replacement of an existing bungalow with a row of 3 storey terraced dwellings so that the residential potential of the site would be

enhanced whilst the new building would better conform to the mostly 2-4 storey neighbouring buildings.

The emphasis on planting and garden space aligns to the character area’s green, leafy quality.

The scheme sets a good precedent for a sympathetic approach to maximising the residential capacity of small plots.



C.3.10 17a Strawberry Hill Road



Fig. 472: 17a Strawberry Hill Road location plan  
© Crown copyright and database right 2021



Fig. 473: Sketch visualisation of proposed building layout  
© Michael Jones Architects, Heritage, Design and Access Statement (2020)

Application reference	20/1986/FUL
Number of units	1 residential unit
Site Area	0.0228 ha
Density (dph)	43.9
Use	Residential
Number of storeys	2 storeys
Private open space	Enhanced driveway area
Public open space/ public realm	No public open space provided
Has the scheme been built?	No. Granted approval.
Character area	Strawberry Hill Residential

Backland development in a Conservation Area. The design is of an improved architectural quality from the former building that it looks to replace. It implements a more contemporary materiality of timber cladding and a green roof, which would help reduce its visual impact. The scheme has a modest increase in mass and roughly follows the former site footprint, except for small vertical and sideways extensions, so that it has little further impact on neighbouring properties. Due to its secluded location, the development has little influence on townscape legibility or permeability and provides no street-facing frontages. The proposal retains existing trees and landscape whilst enhancing the driveway, but has no impact on the wider public realm.

Area of change	Architectural quality	Urban design quality	Landscape	Heritage assets	Legibility and movement	Street frontages	Safety and security
NO	M	N/A	N/A	Conservation Area	N/A	N/A	M

Table 27 17a Strawberry Hill Road design quality assessment overview

Conclusion

This is a reasonable example of a backlands development that improves the architectural integrity of the site. The proposal can be seen to increase the residential capacity of the site whilst minimising changes to its overall scale and any further intrusion on the adjacent plots and buildings. It is an improvement on previous design proposals for the site, following the application’s rejection by the Council in 2018, and addresses criticisms of the unsympathetic bulk, scale, and form of the initial iteration. Earlier design iterations were disproportionate and over-developed, the latest

proposal responded by following the plan form of the existing building and lowering the extension height to better align with the neighbouring no. 15a.

The scheme presents an acceptable precedent for the development of a backlands site that has little impact on the wider streetscape.











## Appendix D

---

### **Building typology**



## D.1 Introduction

This building typology highlights the predominant existing building types in Richmond borough.

The building types have been categorised for the purposes of this Urban Design Study, to add detail to the character area descriptions, and as a reference baseline in considering future potential development types. The typology is characterised by elements such as height, massing, layout and materials, and is intended to provide an overview of the main types of buildings that exist in Richmond. These are cross-referenced into each character area profile, which lists the main building types occurring in that area. It is not intended to be an exhaustive list but aims to capture the main patterns and overall types. The buildings types listed in the character profiles are only residential

types apart from where a non-residential use is a major contributor to the character of the area.

An overview of the building typology is provided in [Fig. 474](#) and a brief summary for each is provided on the following pages.

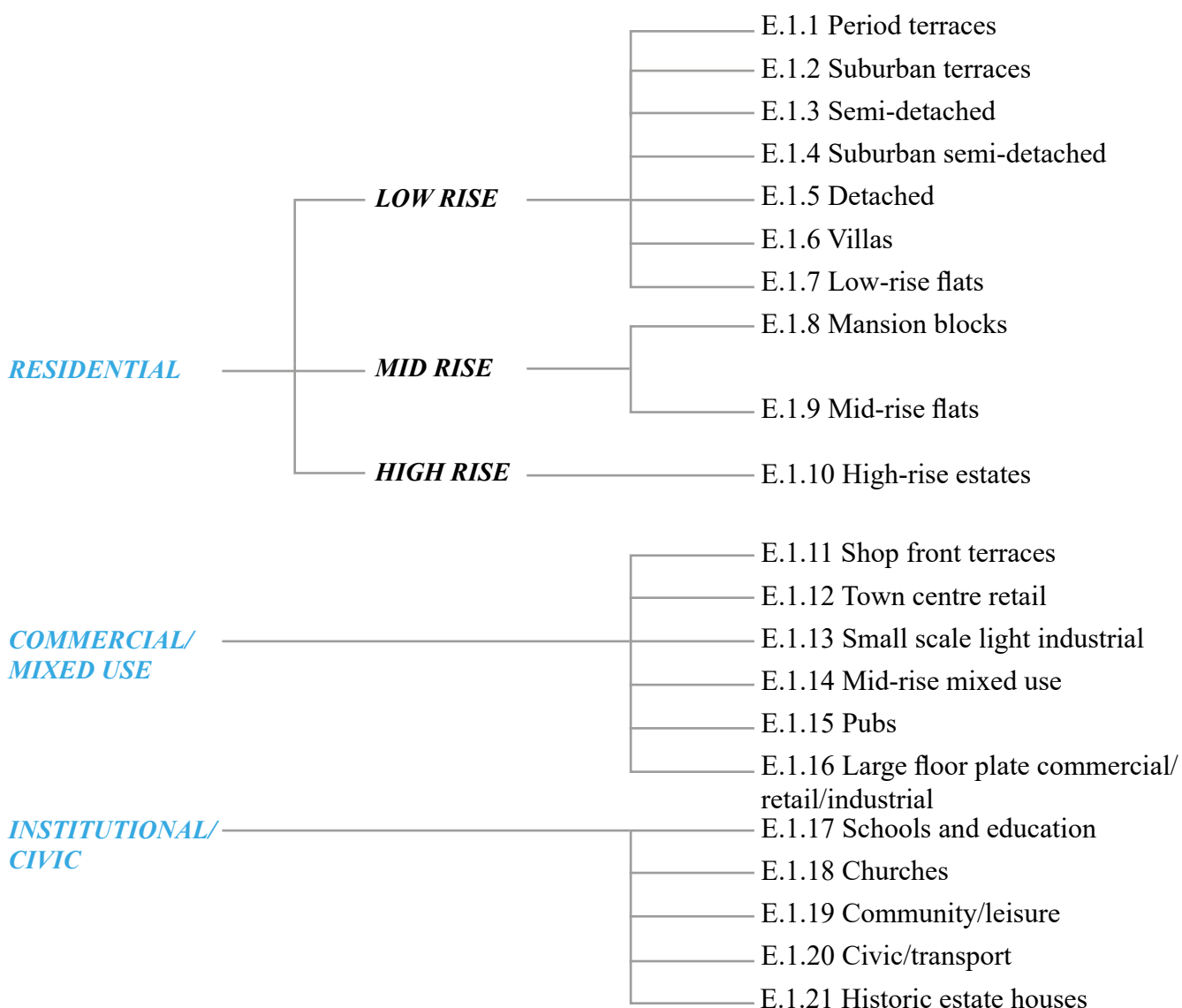


Fig. 474: Building typology overview

### D.1.1 Period Terraces



Fig. 475: Period terraces in Barnes

- 2-3 storeys;
- strong sense of enclosure to streets;
- typically street facing with rear gardens;
- repetition of plan, built form and architecture provides strong sense of rhythm;
- usually Victorian/Edwardian;
- often intricate architectural detailing;
- instances of infill, particularly on war-damaged sites (these can blend seamlessly into streetscape when designed sensitively).

### D.1.2 Suburban terraces



Fig. 476: Terraced properties in Petersham

- 2-3 storeys;
- front and rear gardens typically, some with parking in front gardens;
- front boundary walls;
- suburban quality with wider streetscapes;
- usually larger plot size than period terraces;
- buildings vary in age.

### D.1.3 Period semi-detached



Fig. 477: Semi-detached properties in East Sheen

- 2-3 storeys;
- front and rear gardens typically, some with parking in front gardens;
- front boundary walls;
- usually Victorian/Edwardian;
- buildings vary in age and there are instances of infill, particularly on war-damaged sites.



#### D.1.4 Suburban semi-detached



Fig. 480: Semi-detached properties on Palmerston Road, Twickenham

- 2-3 storeys;
- front and rear gardens typically, some with parking in front gardens;
- front boundary walls to well-vegetated front gardens;
- suburban quality;
- usually in big plots set back from road;
- often buildings of 20th century origin.

#### D.1.5 Detached



Fig. 479: Detached house on King's Ride, East Sheen

- 2-4 storeys;
- front and rear gardens typically, some with parking in front gardens;
- front boundary walls and often well-vegetated;
- often interspersed with semi detached;
- suburban quality;
- usually in big plots set back from road.

#### D.1.6 Villas



Fig. 478: Waterfront villa on The Terrace, Barnes

- 3-4 storeys;
- grand entrance;
- ornate architectural detailing;
- often situated in prominent, historic town centre positions;
- many have front gardens behind boundary walls/gates/railings;
- often Georgian or Victorian.

### D.1.7 Low-rise flats



Fig. 482: Low-rise flats in Ham

- typically 3-4 storeys;
- mix of council and private-developer built;
- main, street-facing front entrance;
- inter-war and post-war council blocks are generally well-proportioned and address the street.

### D.1.8 Mansion blocks



Fig. 481: Cambridge Park mansion blocks, Twickenham

- 3-5 storeys;
- imposing blocks of flats;
- dominant brickwork;
- arranged around private courtyard with landscaped perimeter spaces;
- high-quality materials;
- plain form but with some detailing around windows, doors, and balconies;
- usually single height across development but occasionally gradually stepped;
- massing broken up by recesses, bays, and architectural detailing.

### D.1.9 Mid-rise flats



Fig. 483: Mid-rise flats in Kew Riverside

- flats of 4-8 storeys;
- post-war and modern blocks;
- generally more expansive/better dispersed layout than low-rise estates;
- often curtailed movement and lack of legibility;
- set in landscaped surrounds, usually amenity grassland but some instances of more formal landscape designs;
- car-parking;
- confusion of public and private spaces.



### D.1.10 High-rise estates



Fig. 484: High-rise estate south of Lower Mortlake Road, North Sheen

- blocks of over 8 storeys;
- inter-war and post-war;
- usually council built;
- surrounded by open space, usually amenity grassland.

### D.1.11 Shop-front terraces



Fig. 485: Shop-front terraces along Kew Station Parade

- 2-4 storeys;
- usually period terraces;
- retail ground-floor use, often with offices or residential flats above;
- variation in shop frontage aesthetics contrasts general conformity in building form.

### D.1.12 Town centre retail



Fig. 486: Town centre retail along George Street, Richmond

- retail in town centre locations;
- buildings may be historic or modern;
- department stores or large, individual shops.

### D.1.13 Small-scale light industrial



Fig. 487: Small-scale industrial site on Mereway Road, Twickenham

- low-rise;
- uses such as garages, car repair shops, workshops;
- often with hard-standing in front given over to parking.

### D.1.14 Mid-rise mixed-use



Fig. 488: Mid-rise mixed use development at Twickenham Station

- over 4 storeys;
- often cafés/restaurants/shops at ground-floor level with residential flats or offices above;
- activate street frontage;
- includes hotels;
- often include areas of public realm.

### D.1.15 Pubs



Fig. 489: The Stag's Head pub on Priest's Bridge, Mortlake

- often historic buildings;
- memorable and familiar landmarks;
- often occupy key locations on corner plots and central streets.



### D.1.16 Large floor-plate commercial/retail/industrial



Fig. 490: Large floor-plate retail centre in East Kew

- large massing, with simple forms and low-cost materials;
- usually simple rooflines;
- more modern designs;
- uses include shopping centres, large supermarkets, industrial units, and garages.

### D.1.17 Schools and education



Fig. 491: St Paul's School, Barnes

- includes distinctive historic schools which are often landmarks or listed buildings;
- also includes modern, large and extensive schools;
- includes universities and colleges;
- typically extensive layouts of multiple buildings, separated from wider townscape by grounds and sports fields.

### D.1.18 Churches and other places of worship



Fig. 492: St Matthias Church, Richmond Hill

- often distinctive landmarks;
- usually historic but also includes modern churches and other religious institutions.

### D.1.19 Community/leisure



Fig. 493: Cinema on Church Road, Barnes

- variety of uses but usually community-oriented or local destinations, e.g. leisure centres, libraries, theatres, cinemas;
- includes more niche leisure functions, such as boat houses.

### D.1.20 Civic/transport



Fig. 494: Kew Station buildings

- variety of functions, usually civic, e.g. hospitals, town halls, prisons;
- often landmarks or large buildings;
- also includes stations and associated developments.

### D.1.21 Historic estate houses



Fig. 495: Ham House stately home, Ham and Petersham

- large, standalone, historic buildings;
- usually form landmarks;
- typically separate from townscape, surrounded by carefully landscaped gardens or parklands.









## Appendix E

---

### **Site survey pro-formas**



<b>Character area</b>	
<b>Date</b>	

### Valued features and qualities

Value	Key words <i>*italics indicate primarily desk-based judgements</i>	Notes
<b>Townscape condition</b> <i>The physical state of the townscape and condition of individual elements (Buildings, green space, public realm, streets, gardens etc.)</i>	Well-managed Intact Characteristic elements in good condition.	
<b>Scenic quality</b> <i>Particular scenic and aesthetic qualities. Special pattern of townscape elements that create high aesthetic quality or sense of place.</i>  <i>Views, visual unity. Balance, Proportion, Rhythm, Emphasis, Unity, Variety.</i>	Harmonious Unified Dramatic features Visual contrasts Special pattern of landscape elements High aesthetic quality Important features in views Distinctive skyline Vertical Horizontal.  Views Panoramic/framed views Memorable views Distinctive views.	
<b>Distinctiveness</b> <i>Important examples of townscape features and characteristics that contribute to a strong sense of place and recognisable local distinctiveness. Representativeness. Typically recognisable of Richmond</i>	<i>Rare features/characteristics in the townscape</i> Coherent/ Strong townscape character – strong pattern of features Distinct built form, materials or landscape Important or recognisable features or characteristics Community influences Landmarks	
<b>Natural/ historic interest</b> <i>Presence of features of wildlife, earth science or archaeological or historical and cultural interest.</i>	Features of natural interest Wildlife Important for biodiversity – <i>may be indicated by ecological designations.</i>  Historic character – <i>e.g. indicated through listed buildings, conservation areas, Scheduled Monuments</i> Features of historic interest	
<b>Townscape function</b> <i>Particular or special role of the area in the local context.</i>	Special function as a setting to valued townscape features Visual backdrop Open gap Recreation value - where experience of the landscape is important – <i>e.g. indicated through presence of outdoor visitor attractions/country parks.</i> Active street frontages	
<b>Perceptual aspects</b> <i>Experiential qualities such as sense of tranquillity; sensory qualities (sound, smell, texture); perceptions of safety, pollution</i>	Sense of ‘wildness’ Sense of ‘tranquillity’ Lack of intrusion Quiet Calm Colourful Texture Intimate Vast Enclosed Open Diverse Interesting Inspiring Exhilarating Vibrant Formal	
<b>Cultural associations</b>	<i>Art</i>	

Some townscapes are associated with particular people, such as artists or writers, or events in history.	Literature Battlefield Film Music Myth/ Legend/ Folklore People Events.	
--	---	--

## Negative qualities

<b>Townscape condition</b> <i>The physical state of the townscape and condition of individual elements</i>  <i>(Buildings, green space, public realm, front gardens etc.)</i>	Under-managed Poor state of repair Signs of decay Degraded Land use decline/change (incremental garden development, front gardens paved over)	
<b>Scenic quality</b> <i>Particular scenic and aesthetic qualities. Special pattern of townscape elements that</i>  <i>Views, visual unity. Balance, Proportion, Rhythm, Emphasis, Unity, Variety.</i>	Discordant Incongruous elements Fragmented Conflicting elements Out of proportion.  Views: Visual intrusions	
<b>Distinctiveness</b> <i>Townscape features and characteristics that contribute to a strong sense of place and recognisable local distinctiveness. Representativeness. Typically recognisable of Richmond</i>	Indistinct character Unremarkable Development unsympathetic to character.	
<b>Perceptual aspects</b> <i>Experiential qualities such as sense of tranquillity; sensory qualities (sound, smell, texture); perceptions of safety, pollution</i>	Busy Cluttered Poor legibility Monotonous Awkward juxtapositions Safety Garish Noisy Lack of green	

## Design guidance



### Building types (draft for the purposes of the site visit)

<b>Towers</b>	
<b>Modern flats</b>	
<b>Villa blocks (villa/detached/semi-detached/mansion)</b>	
<b>Modern terrace</b>	
<b>Period terrace</b>	
<b>Cottage style</b>	
<b>Council estate</b>	
<b>Modern estate</b>	
<b>Period terraces with shops</b>	
<b>Modern large retail boxes</b>	
<b>Signature landmarks</b>	

### General notes











## Appendix F

---

### **Public consultation**



# Public consultation

## F.1 Introduction

An online consultation was held between 17 May and 6 June 2021, inviting comments on the draft character areas and on what local people valued about their areas. In total, 412 responses were received – of which 86% (352 respondents) lived in the borough, 9.5% (39 respondents) visit the borough, and 4% (16 respondents) worked or studied in the borough. The questions asked are copied below and some analysis of the results are provided on the following pages.

1. **Which of the following are most important to you about the future of your area?**

- Preserving historic features
- Better public open spaces
- Improving architecture
- Better sense of community
- Better pavements and squares
- Better cleanliness and maintenance
- Better range of youth facilities
- Safer streets
- Better provision of shops/restaurants
- Better provision of culture/destinations
- Better provision of community facilities
- More wildlife / habitats
- Reduced traffic
- Improved layout for walking
- Improved cycle lanes
- Improved public transport
- Better housing provision
- Other (please state below)

2. **Which types of improvements do you think would most enhance your selected area?**

- New Landmark buildings
- New public spaces
- Improved Pavement surfaces
- Wider pavements
- More speed restrictions
- Closing roads to traffic

- More cycle lanes
- More play facilities
- Reinstate traditional shop fronts
- Use traditional building materials
- More street trees
- More planting in open spaces
- Less street clutter
- Development of empty plots
- Improve boundary fences, walls or railings
- Other (please state below)

3. **Do you feel the boundary of your selected character area is correct? If no, please tell us why.**

4. **How would you rate your selected area on each of the following attributes?**

- Attractiveness
- Valuing heritage
- Tranquil/calm places
- Green and open space
- Vibrant/lively places
- Shops/restaurants/food
- Culture and entertainment
- Community spirit

5. **Are there any specific features or places in your selected area that you particularly enjoy?**

6. **What do you love about this feature or place?**

- Attractive/scenic/special view
- Historic landmark or feature
- Familiar place
- Secluded/tranquil feeling
- Green and open space
- Buildings/features
- Greenery/trees/landscape
- Memories/nostalgia
- Sense of history
- Vibrant/lively

The consultation findings were incorporated into the final version of the Urban Design Study, principally through:

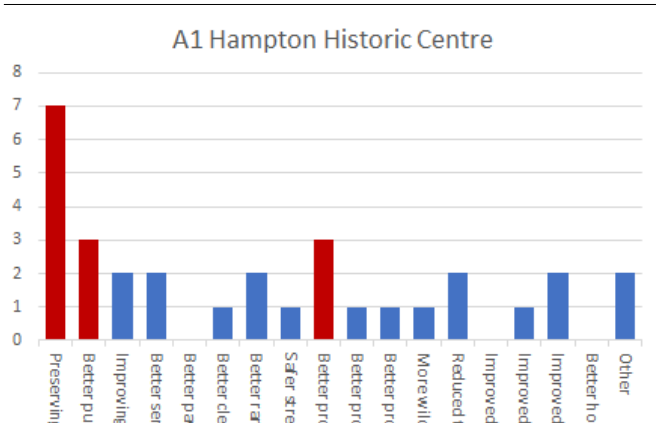
- Amending the boundaries of some of the character areas where people felt they did not accurately reflect where they lived. This included incorporating more of the adjacent riverside area into East Twickenham Residential and the historic town centre of Church Street into Twickenham Town Centre and Green. None of the proposed character areas needed to be removed and so the coded references to character areas remain unchanged, despite several name changes. [Fig. 498](#) in Section [F.4](#) summarises the changes made to the character areas.
- Incorporating additional valued features into many of the character areas within Section 3.
- Noting additional negative qualities into some of the character areas within Section 3.
- Providing some additional character area design guidance within Section 3 based on observations from the local community.
- Implementing an additional character area profile for the Thames Corridor as a whole, in response to the recognition of the River's overarching importance in the Borough's history, landscapes and identity.

The maps in Section [F.3](#) illustrate the range of feedback from respondents being encouraged to “drop pins” and comment on a map of the Borough to identify particular places and features that they consider to be of value and defining of that area. The following pages shows a series of pie charts of survey results, depicting which characteristics/qualities were most commonly attributed to each of the character areas.

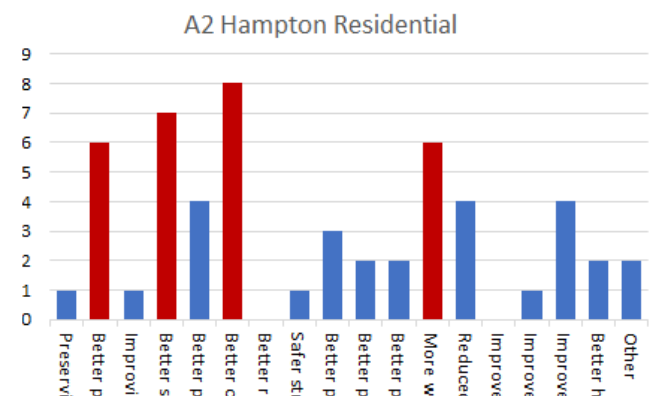


## F.2 Analysis of responses

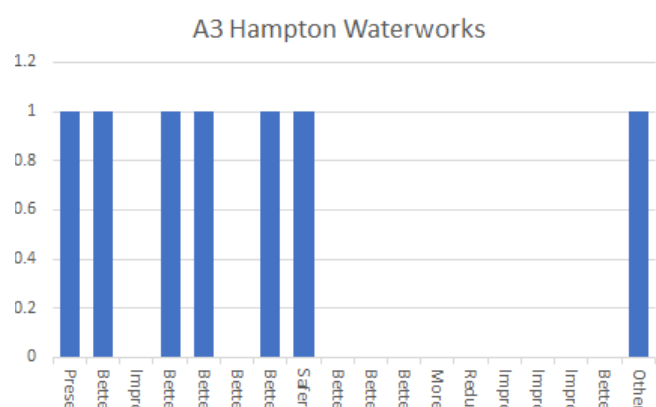
How would you rate your selected area on each of the following attributes?



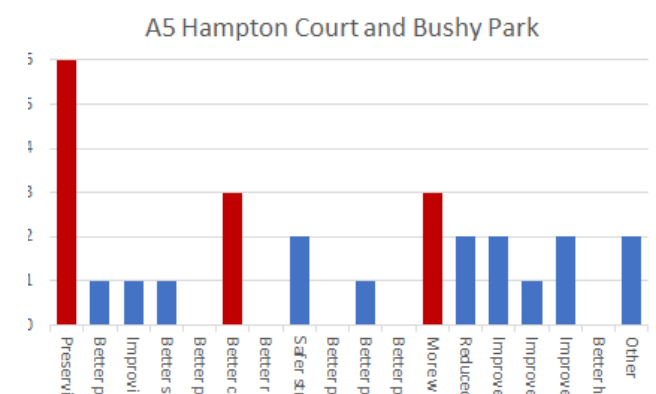
For Hampton Historic Centre, respondents valued its attractiveness, heritage, tranquil and calm places, and green and open spaces. Other factors, such as vibrant and lively places, scored lower, but were also valued.



For Hampton Residential, respondents scored its tranquil and calm places, green and open spaces, attractiveness, and shops and restaurants highly. The area scored lower for its culture and entertainment, community spirit, and valuing heritage.

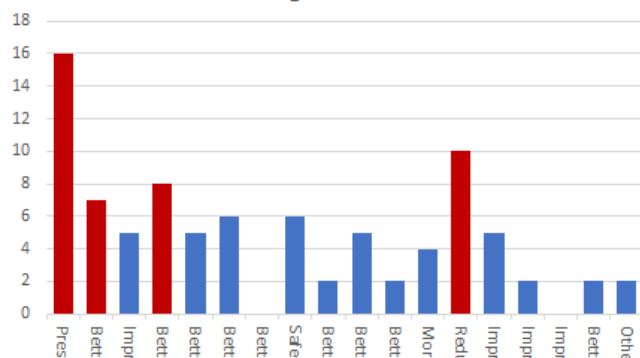


Respondents for the Hampton Waterworks area valued its green spaces, shops and restaurants, culture and entertainment, and attractiveness. The area received lower scores for valuing heritage, and tranquil and calm spaces.



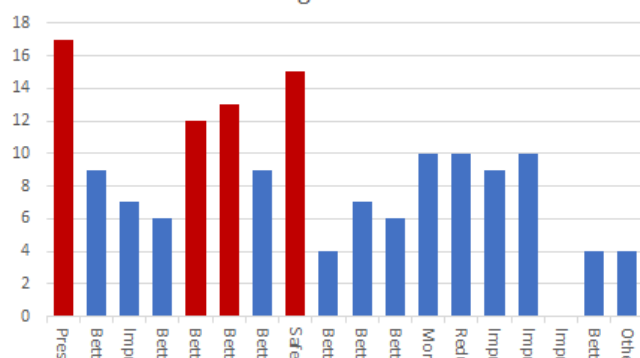
For Teddington Town Centre, features were generally scored consistently, with shops and restaurants receiving the highest score. Green and open spaces and culture and entertainment scored slightly lower than other features.

B1 Teddington Town Centre



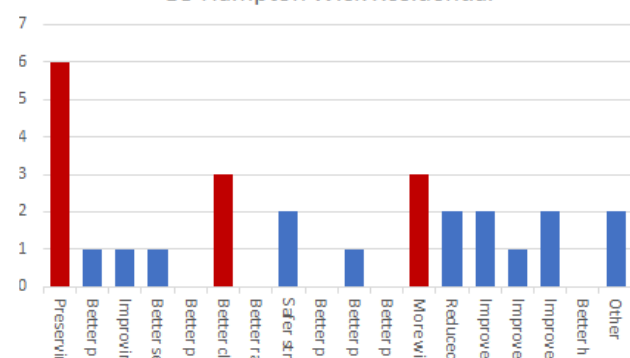
In general, respondents scored all features relatively consistently, although particularly highly for shops and restaurants, vibrant healthy places, community spirit and attractiveness. Green and open spaces and culture and entertainment received lower scores.

B2 Teddington Residential



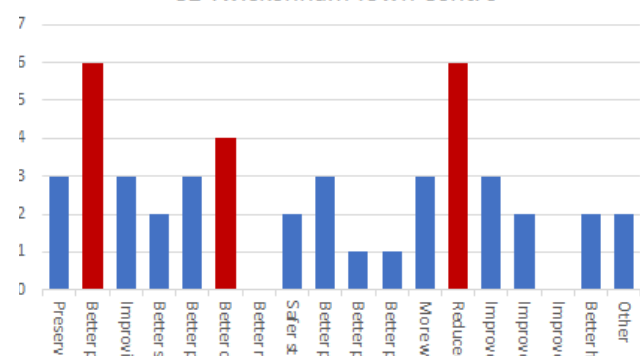
Teddington Residential was scored highly for most features, with attractiveness, tranquil and calm spaces, and shops and restaurants scoring highly. Valuing heritage, vibrancy, culture and entertainment, and community spirit scored lower for this area, although only marginally lower than other scores.

B3 Hampton Wick Residential



Hampton Wick Residential scored highly for attractiveness, tranquil and calm places, green and open spaces, and shops and restaurants. Valuing heritage, vibrancy, culture and entertainment, and community spirit, received lower scores for this area.

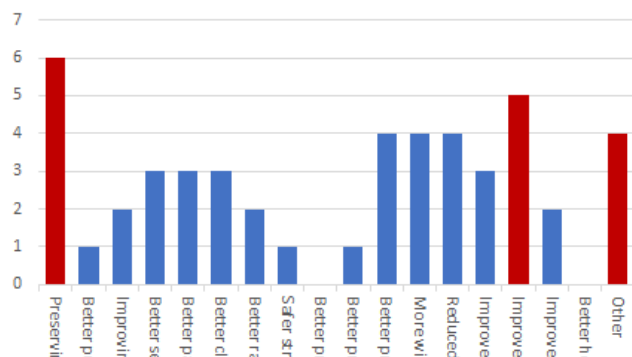
C1 Twickenham Town Centre



Respondents scored Twickenham Town Centre highly for shops and restaurants and vibrancy. However, other features received lower scores, such as attractiveness, valuing heritage, tranquillity, green and open spaces, culture, and community spirit.

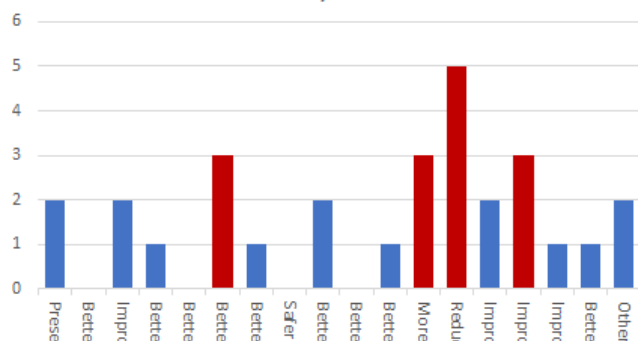


C2 Twickenham Residential



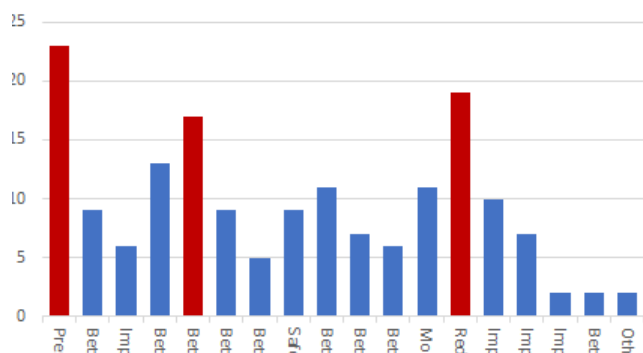
Twickenham Riverside was generally scored fairly highly by respondents, although particularly highly for attractiveness, tranquillity, and green spaces. The features that respondents considered as less adequate in this area were vibrancy, shops and restaurants, culture, community spirit, and valuing heritage.

C4 Strawberry Hill Residential



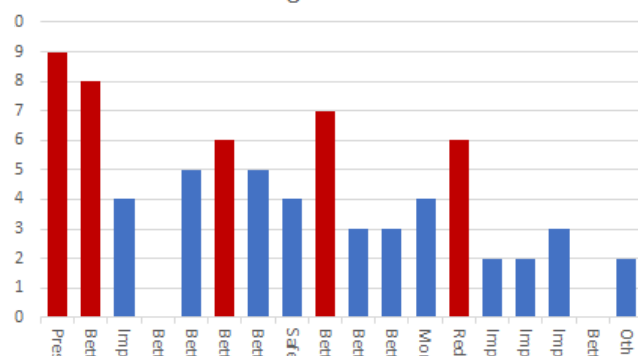
Strawberry Hill Residential received high scores for attractiveness, valuing heritage, tranquillity, and green spaces. Scores were lower for vibrancy, shops and restaurants, culture, and community spirit.

C5 East Twickenham Residential



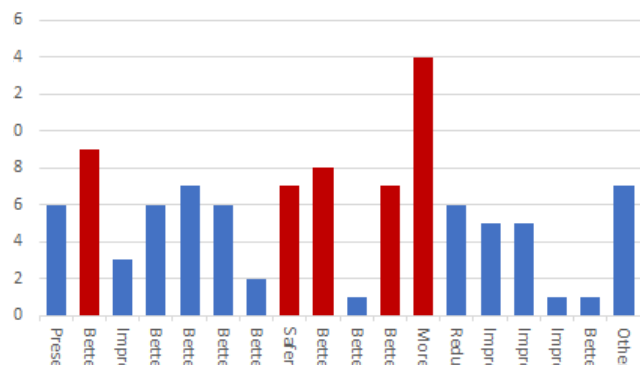
Respondents scored East Twickenham Residential highly for attractiveness, however slightly lower scores were received for other features, such as green and open spaces, community spirit, shops and restaurants, culture, tranquillity, and valuing heritage.

C6 St Margarets Residential



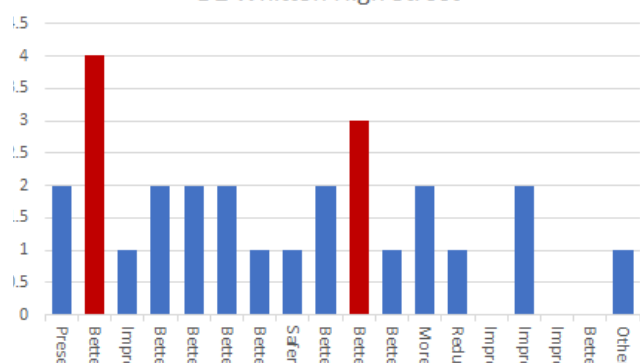
St Margarets Residential was scored highly for attractiveness. Other features with slightly lower scores include valuing heritage, tranquillity, and shops and restaurants. Vibrancy, culture, and community spirit were scored lowest in this area.

D1 Whitton and Heathfield Residential



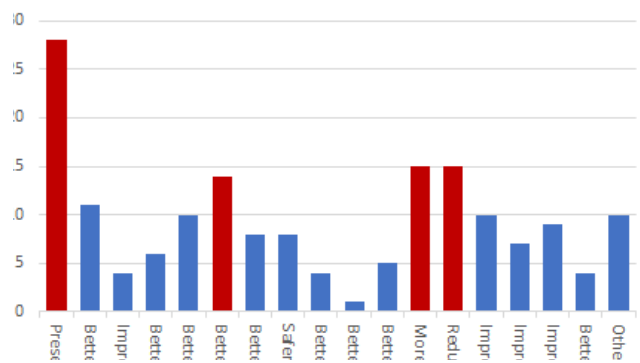
Whitton and Heathfield Residential scored poorly across all aspects. Green and open spaces scored the highest. Low scores were received for valuing heritage, culture, tranquillity, vibrancy, shops and community spirit.

D2 Whitton High Street



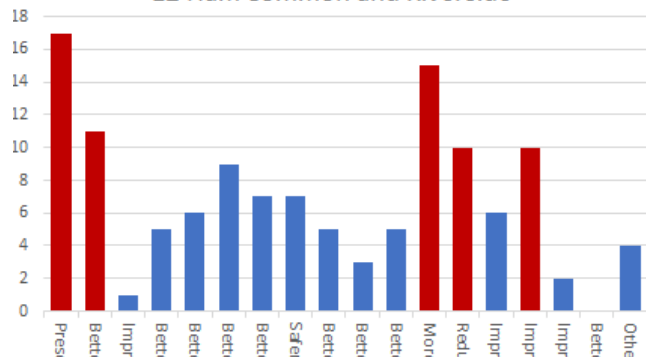
Whitton High Street was scored highest for shops and restaurants. Valuing heritage, tranquillity, green spaces, and vibrancy, received slightly lower scores. Community spirit and culture were scored lowest.

E1 Ham and Petersham Residential



Respondents rated Ham and Petersham Residential highly for attractiveness, valuing heritage, tranquillity, green spaces and community spirit. Vibrancy, shops and restaurants, and culture received lower scores.

E2 Ham Common and Riverside

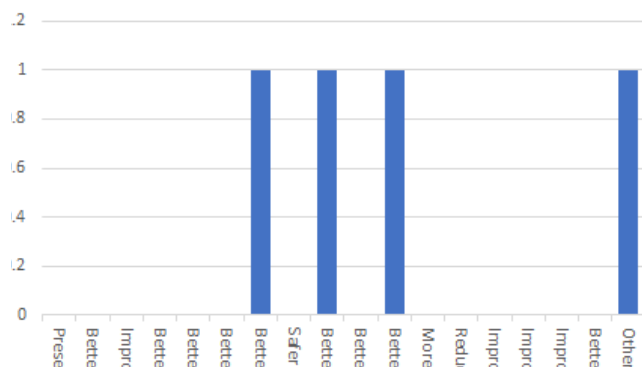


Scores for Ham Common and Riverside varied across the different features. Green spaces were highly valued by respondents, receiving the highest score. Other highly scored features include tranquillity, attractiveness, and community spirit. Features receiving lower scores include vibrancy, shops and restaurants, and culture.



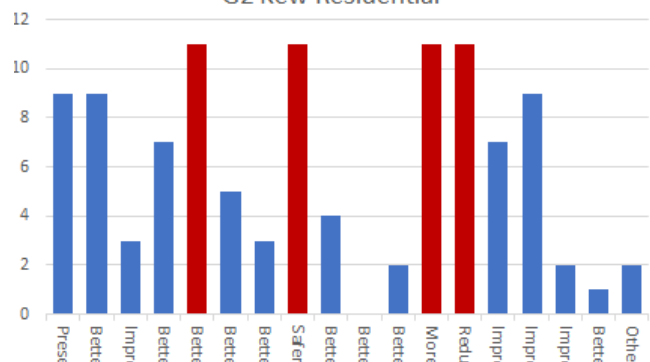


G1 Kew Gardens and Riverside



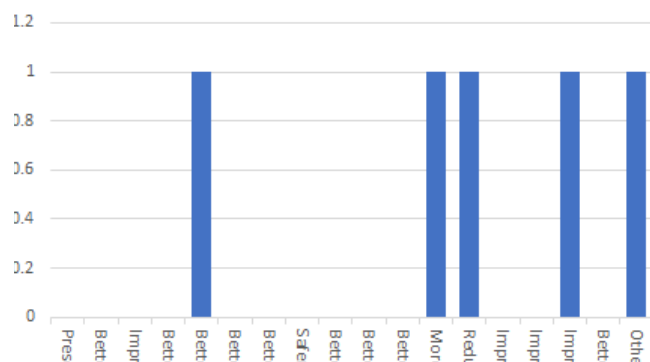
Kew Gardens and Riverside received very inconsistent scores. It was scored particularly highly for attractiveness, tranquillity, and green spaces. However, very low scores were received for heritage, vibrancy, shops and restaurants, culture, and community spirit.

G2 Kew Residential



Scores received for Kew Residential were consistently high for all features. Shops and restaurants, attractiveness, and heritage were received marginally higher scores, and tranquillity and culture received slightly lower scores than the other features.

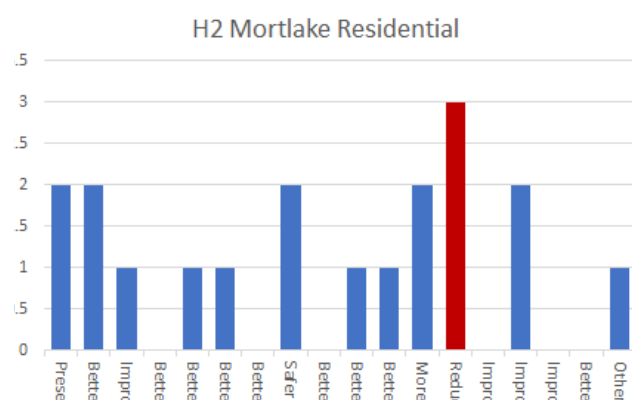
G3 East Kew Mixed Use



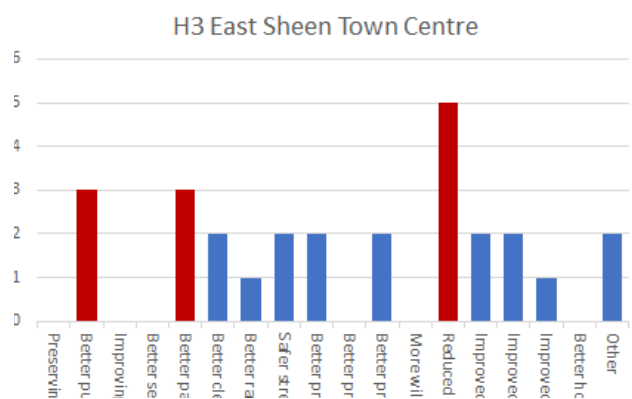
Features of East Kew Mixed Use were not scored consistently by respondents and showed stark positive views on some aspects mirrored by negative views on other aspects. In particular, attractiveness, tranquillity, and green spaces were considered to be positive features of the area. In contrast, heritage, vibrancy, shops and restaurants, culture, and community spirit scored poorly.

H1 did not have any respondents

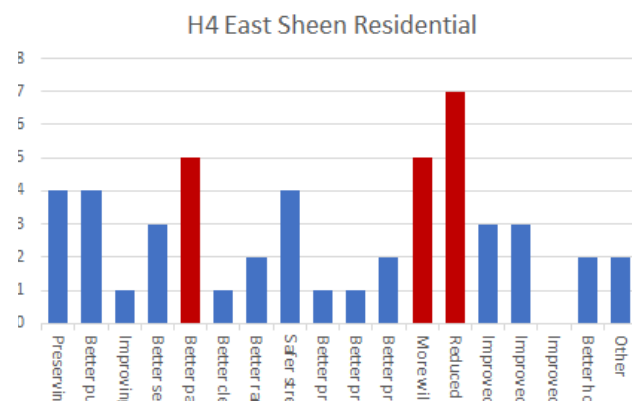




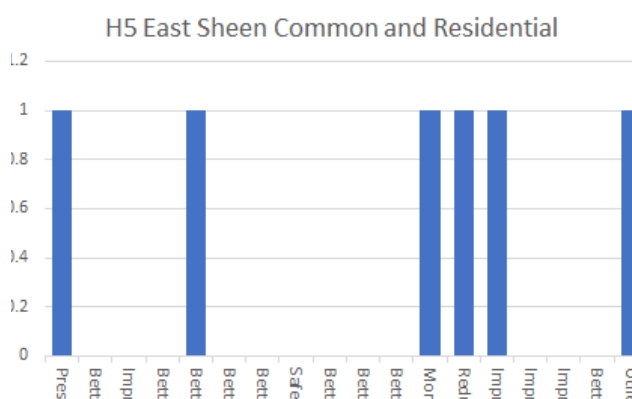
Mortlake Residential received moderately high scores for attractiveness, green spaces, shops and restaurants, and community spirit. It received lower scores for valuing heritage, vibrancy, and culture.



The highest scores received for East Sheen Town Centre were for its shops and restaurants, green spaces, vibrancy, and community spirit. Otherwise, the area was scored poorly for valuing heritage, tranquillity, culture, and attractiveness.

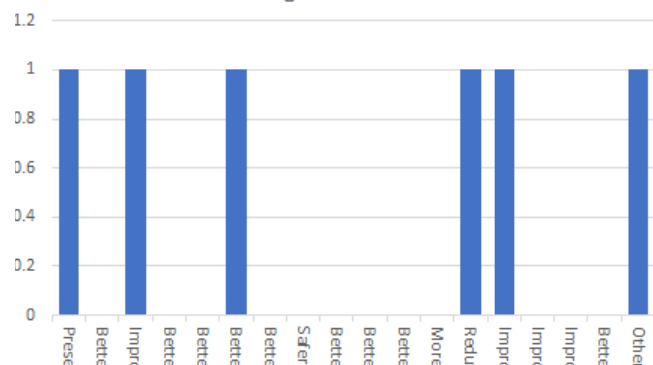


East Sheen Residential received consistently high scores across most features. However, vibrancy, and culture received slightly lower scores.



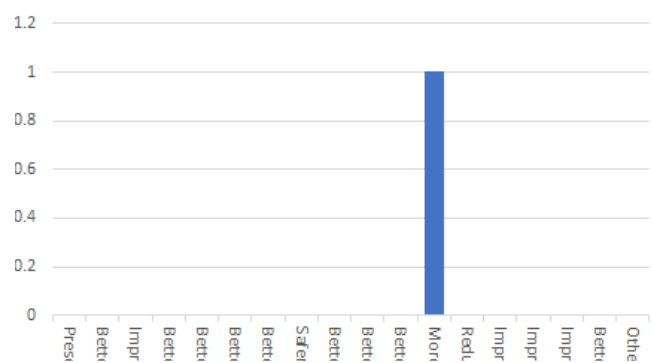
East Sheen Common and Residential received particularly high scores for its attractiveness, tranquillity, and shops and restaurants. Other features that were highly valued by respondents include its heritage and green spaces. Culture, and vibrancy received lower scores, and community spirit received a particularly poor score.

I1 Barnes High Street Local Centre



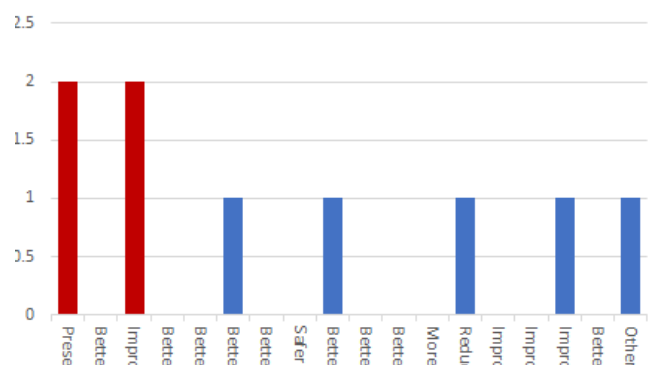
Barnes High Street Local Centre received particularly inconsistent scores. Respondents gave its shops and restaurants the highest score possible (5), and also scored its community spirit highly. However, other features were scored very poorly, with particularly low scores given for attractiveness heritage, tranquillity, open spaces, and culture.

I2 Barnes Riverside



Barnes Riverside received the highest possible score (5) for all features.

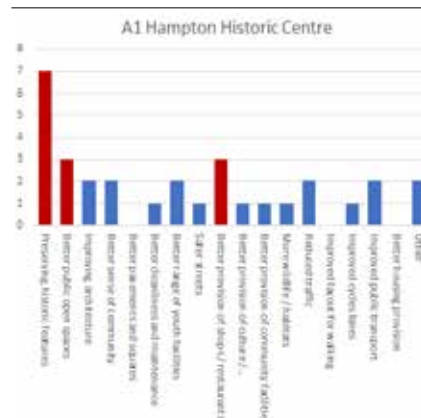
I3 Barnes Residential



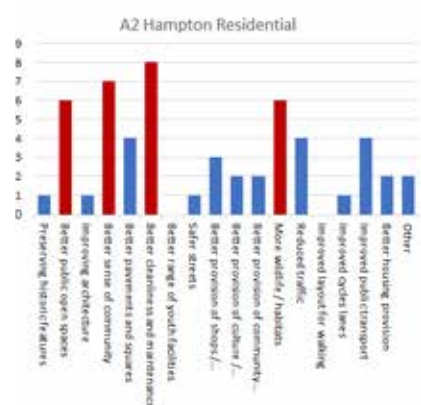
Overall, Barnes Residential was scored highly by respondents, with the maximum score (5) given to its green spaces. Particularly high scores were also given to its attractiveness, tranquillity, shops and restaurants, culture, and community spirit. Low scores were given for heritage and vibrancy.



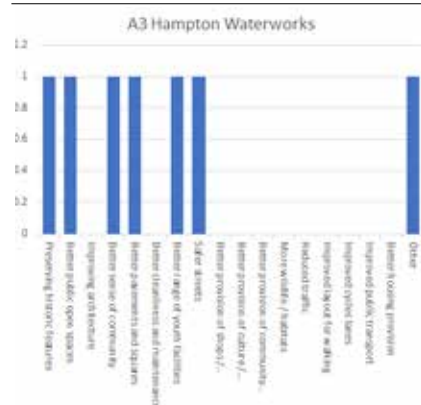
Which of the following are most important to you about the future of your area?



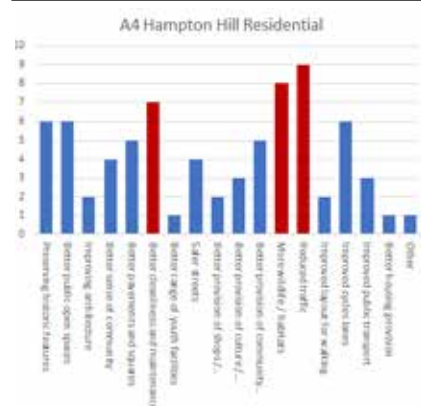
For Hampton Historic Centre, respondents overwhelmingly considered that preserving historic features was highly important to improve the area in future. They also felt that better public open spaces, and better provision of shops and restaurants were particularly important.



For Hampton Residential, respondents had a number of priorities considered with similarly high levels of importance. These were better cleanliness and maintenance, better sense of community, better public open space, and more wildlife habitats.

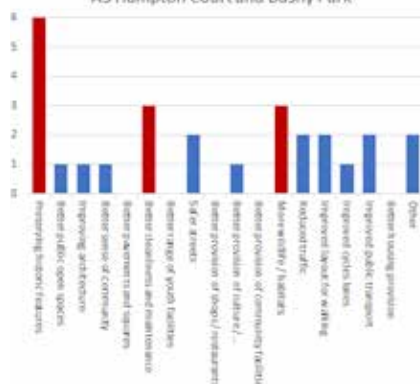


Only one response was received in regards to Hampton Waterworks. This respondent felt that preserving historic features, better public open spaces, better sense of community, better pavements and squares, better range of youth clubs, and safer places, were the key priorities to improve the local area.



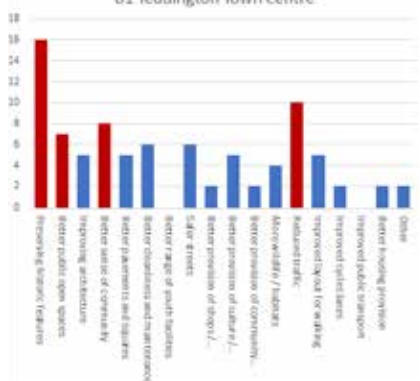
For Hampton Hill Residential, respondents felt that reduced traffic, more wildlife habitats, and better cleanliness and maintenance were key priorities to improve the local area. Following that, other priorities include preserving historic features, better public open spaces, and improved cycle lanes. Better provision of youth services and improved layout for walking were seen as the lowest priorities.

A5 Hampton Court and Bushy Park



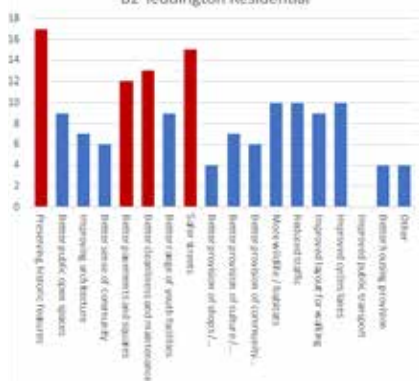
Respondents for Hampton Court and Bushy Park felt that preserving historic features was the most important priority to improve the local area, well ahead of other options. This was followed by better cleanliness and maintenance and more wildlife habitats. No respondents stated that better pavements and squares, better range of youth services, better provision of shops and restaurants, and better provision of community facilities were a priority for improvement.

B1 Teddington Town Centre



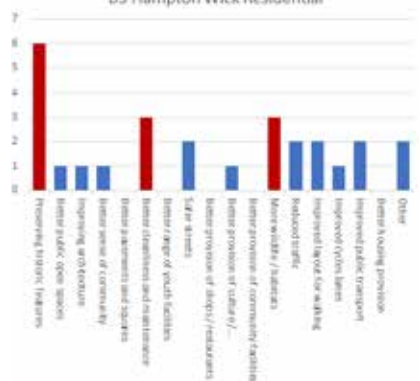
For Teddington Town Centre, respondents identified preserving historic features as the most important action to improve the local area. Following this was reduced traffic, better sense of community and better public open spaces. No respondents stated that youth services and public transport required improvement.

B2 Teddington Residential



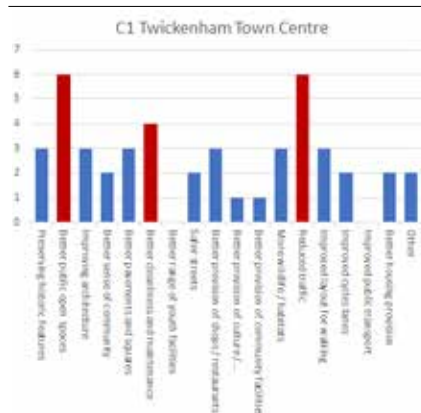
Preserving historic features was considered by respondents as the most important area for improvement in Teddington Residential, followed by safer streets, better cleanliness and maintenance, and better pavements and squares. For this area, no respondents considered that improved public transport was a particular priority for improvement.

B3 Hampton Wick Residential

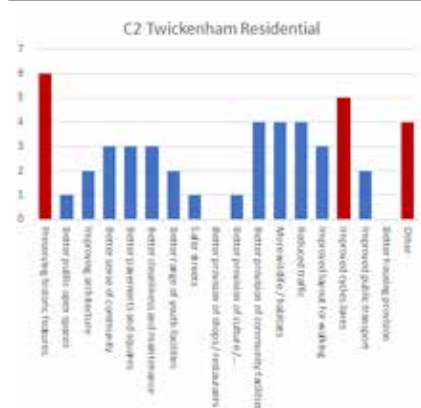


For Hampton Wick Residential, preserving historic features was the main priority identified for improvement. Following that, better cleanliness and maintenance and more wildlife habitats were also identified. No respondents felt that better pavements and squares, better range of youth facilities, better provision of shops and restaurants, better provision of community facilities, and better transportation, were a priority.

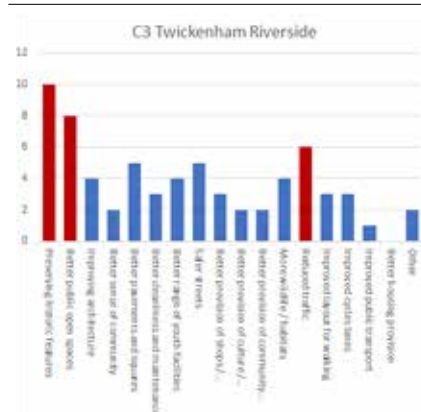




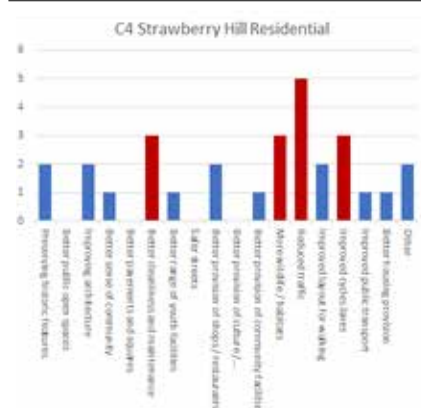
For Twickenham Town Centre, both reduced traffic and better public open spaces were identified as the main priority for improvement. Better cleanliness and maintenance was also identified by respondents. No respondents felt that a better range of youth facilities or improved public transport were a particular priority.



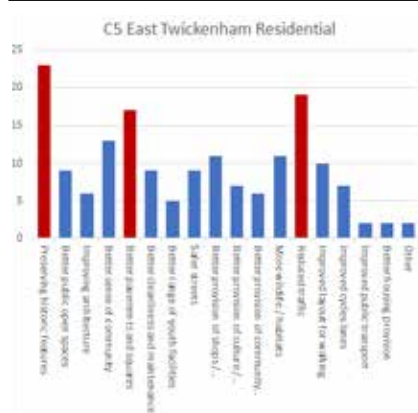
Respondents felt that preserving historic features, and improved cycle lanes were the main points for improvement in the area. Following this, other points identified include reduced traffic, more wildlife habitats, better provision of community facilities. For this area, better provision of shops and restaurants and better housing priorities were the only options not identified by respondents as a priority.



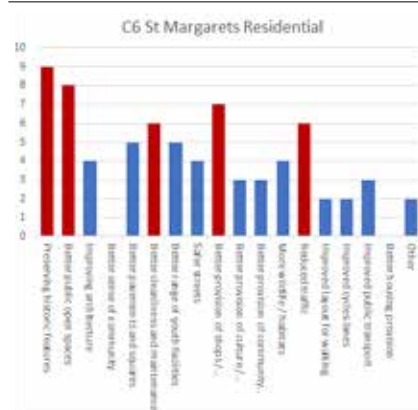
For Twickenham Riverside, respondents felt that preserving historic features, and better public open spaces, were key priorities to improve the local area. They also felt reduced traffic was important. Other priorities included safer streets and better pavements and squares. No respondents felt that better housing provision was needed.



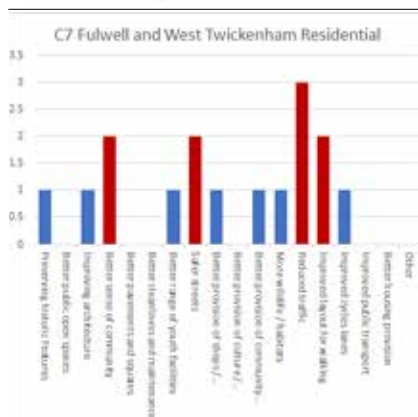
Reduced traffic, improved cycle lanes, more wildlife / habitats, and better cleanliness and maintenance were highlighted as being important in improving the local area by respondents for Strawberry Hill Residential. No respondents felt that better public open spaces, better pavements and squares, safer streets, or better provision of culture were important.



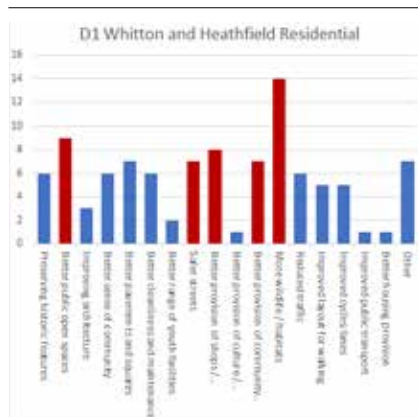
In East Twickenham Residential respondents felt that preserving historic features, reduced traffic, and better pavements and squares were important. Better sense of community, more wildlife / habitats, and better provision of shops were also a priority.



Respondents for St Margarets Residential identified preserving historic features, better public open spaces, better provision of shops, better cleanliness and maintenance, and reduced traffic as the most important for the future of their area. None of the respondents believed that better sense of community or better housing provision was necessary.

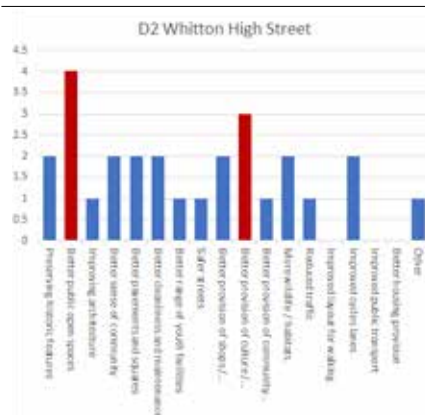


In Fulwell and West Twickenham Residential there were relatively few responses. Respondents identified reduced traffic as the key issue, with better sense of community and safer streets also considered important for the future of the area. No respondents considered better pavements and squares, better cleanliness and maintenance, better provision of culture, improved public transport or better housing provision as important.

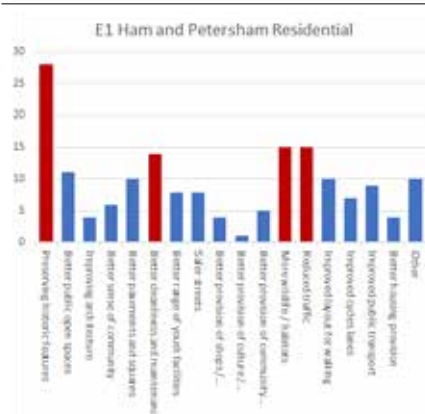


In Whitton and Heathfield Residential respondents felt that more wildlife / habitats was the most important for the local area. Other priorities included better public open spaces, safer streets, better provision of schools and better provision of community facilities.

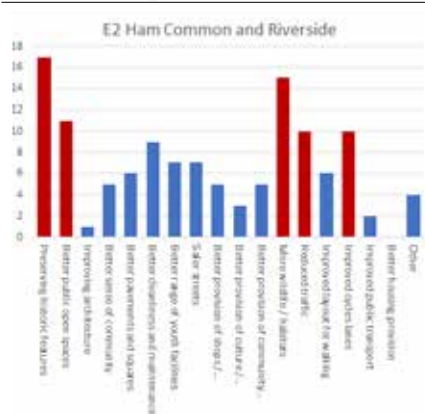




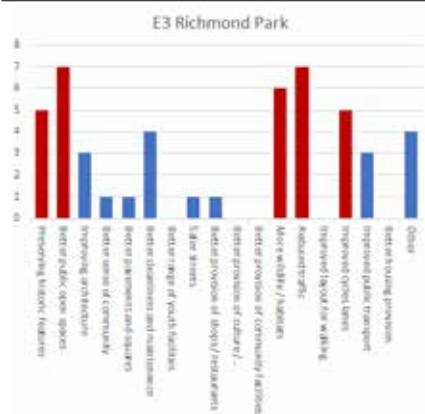
Better public open spaces was highlighted as the key issue for respondents in Whitton High Street, who also considered better provision of culture important. None of the respondents felt that improved layout for walking, improved public transport, or better housing provision were needed.



For Ham and Petersham Residential respondents preserving historic features was overwhelmingly considered the most important issue. More wildlife / habitats, reduced traffic, and better cleanliness and maintenance were also considered important by respondents.

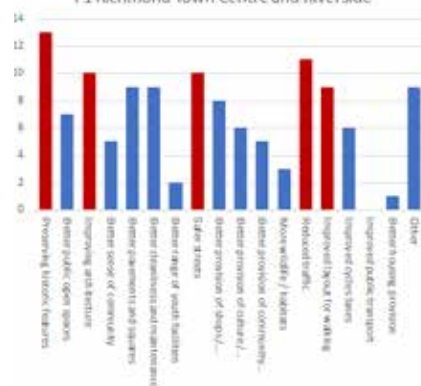


Respondents in Ham Common and Riverside believed that preserving historic features, more wildlife / habitats were the key issues. Followed by better public open spaces, reduced traffic, improved cycle lanes. No respondents considered better housing provision as important.



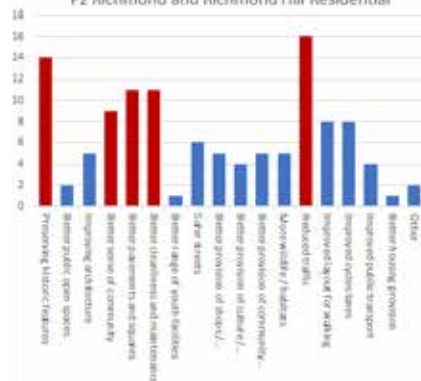
In Richmond Park, respondents felt that better public open spaces, reduced traffic, more wildlife / habitats, improved cycle lanes, and preserving historic features were all important. None of them felt that a better range of youth facilities, better provision of culture, better provision of community facilities, improved layout for walking, or better housing provision were important.

F1 Richmond Town Centre and Riverside



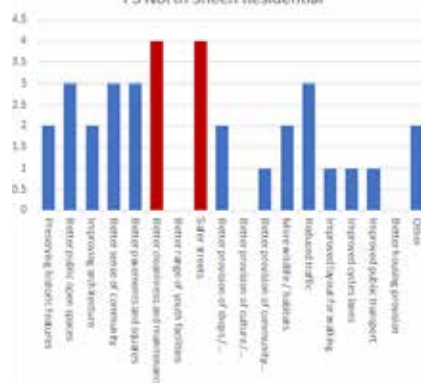
For Richmond Town Centre and Riverside respondents considered preserving historic features, improving architecture, safer streets, reduced traffic, and improved layout for walking as key priorities. No respondents felt that improved public transport was important.

F2 Richmond and Richmond Hill Residential



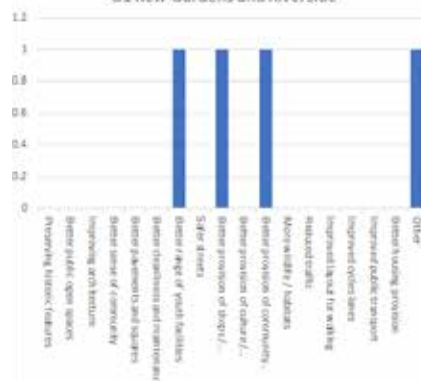
Reduced traffic and preserving historic features were highlighted as the most important issues for respondents in Richmond and Richmond Hill Residential. Better cleanliness and maintenance, better pavements and squares, and better sense of community were also identified as being important for the future of the area.

F3 North Sheen Residential



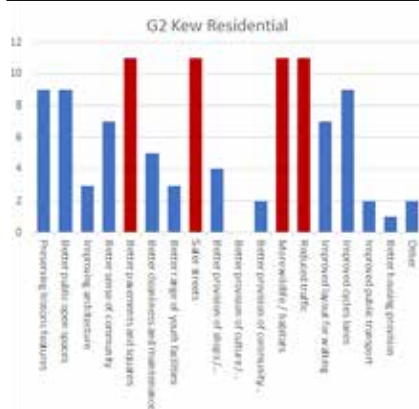
The two key issues identified by respondents for North Sheen Residential were better cleanliness and safer streets. None of the respondents felt that a better range of youth facilities, better provision of culture, or better housing provision were necessary.

G1 Kew Gardens and Riverside

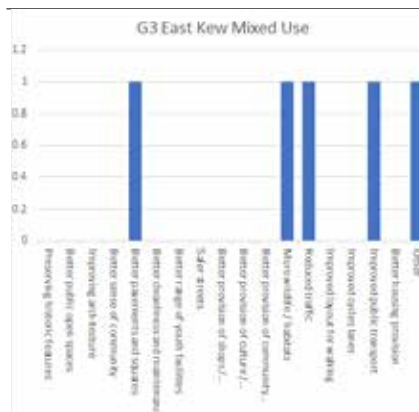


Only one response was received for Kew Gardens and Riverside. This respondent felt that a better range of youth facilities, better provision of shops, better provision of community facilities were the priorities for the future of the area.



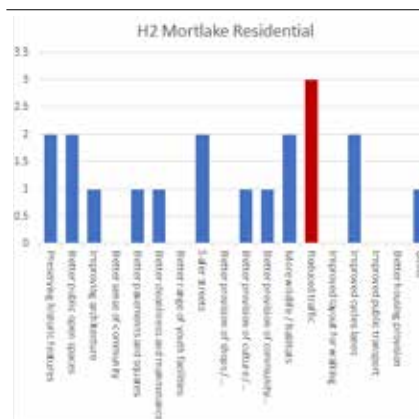


Better pavements and squares, safer streets, more wildlife/habitats, and reduced traffic were considered equally important by respondents for Kew Residential. None of the respondents felt there was a need for a better provision of culture.



East Kew Mixed Use received only one response. The respondent felt that better pavements and squares, more wildlife / habitats, reduced traffic, and improved public transport were the best ways to improve the local area.

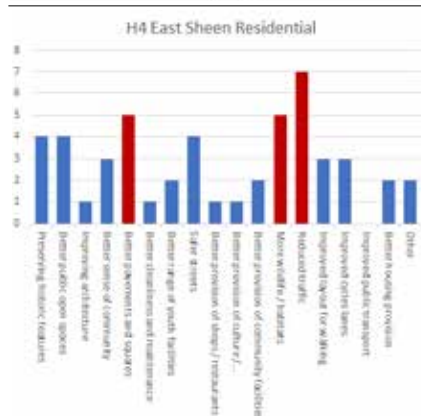
H1 did not have any respondents



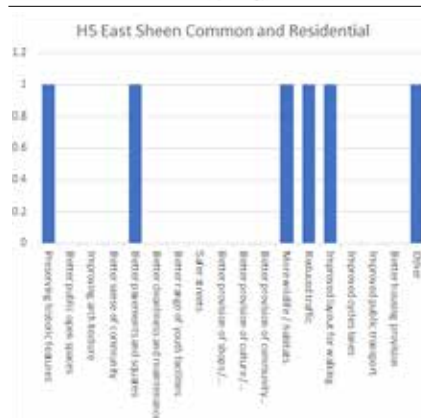
For the respondents to Mortlake Residential reduced traffic was the one outstanding issue in terms of importance for the future of the area. No respondents considered a better sense of community, better range of youth facilities, better provision of shops, improved public transport, or better housing provision as priorities for the area.



Respondents for East Sheen Town Centre felt that reduced traffic was the key issue for the future of the area. Better public open spaces and better pavements and squares were also highlighted as being important. No respondents believed that preserving historic features, improving architecture, better sense of community, more wildlife/habitats or better housing provision were important.



Reduced traffic was identified as the most important factor in improving the local area by respondents in East Sheen Residential. Better pavements and squares and more wildlife / habitats were also considered important. None of the respondents felt that improved public transport was needed.

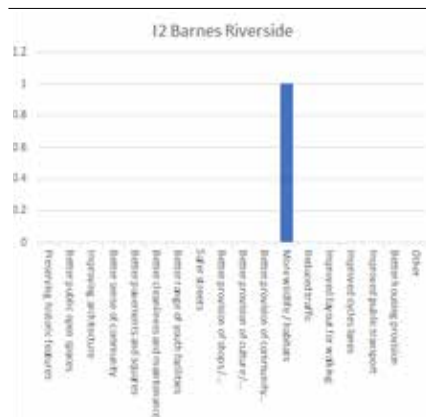


Only one response was received in regards to East Sheen Common and Residential. This respondent felt that preserving historic features, better pavements and squares, more wildlife / habitats, reduced traffic, and improved layout of walking were the key priorities to improve the local area.

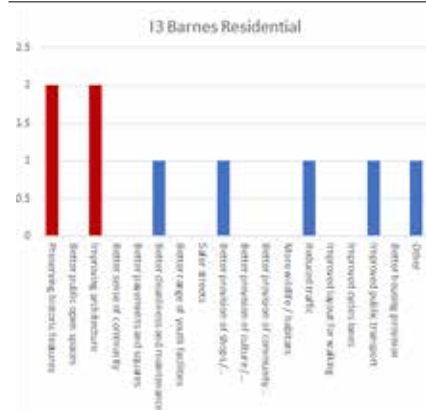


Barnes High Street Local Centre received only one response. Preserving historic features, improving architecture, better cleanliness and maintenance, reduced traffic, and improved layout for walking were all identified as important for the future of the area by the respondent.





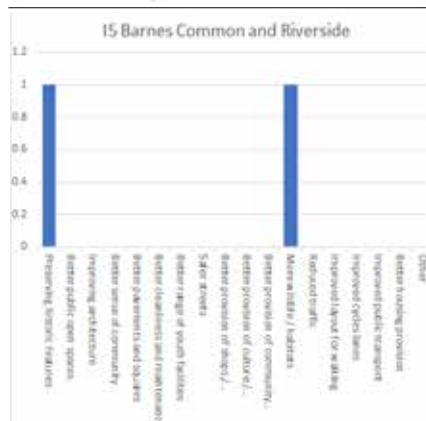
For Barnes Riverside only one response was received with the respondent only selecting more wildlife / habitats as being important for the future of the area.



Barnes Residential had relatively few respondents. Preserving historic towns and improving architecture were identified as the two key issues for improving the area. Better cleanliness and maintenance, better provision of shops, reduced traffic, and improved public transport were also considered priorities with none of the other options being considered important.

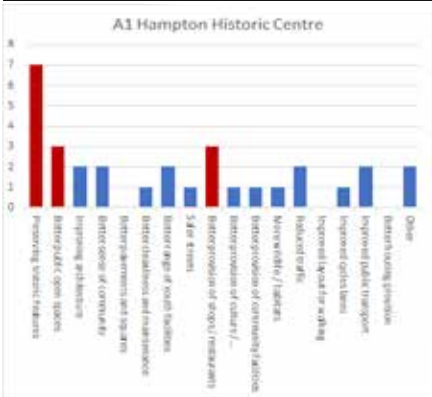


Only one response was received for Barnes Bridge Residential. The respondent considered preserving historic features, better pavements and squares, more wildlife / habitats, reduced traffic, and improved layout for walking were the most important issues for the future of the area.

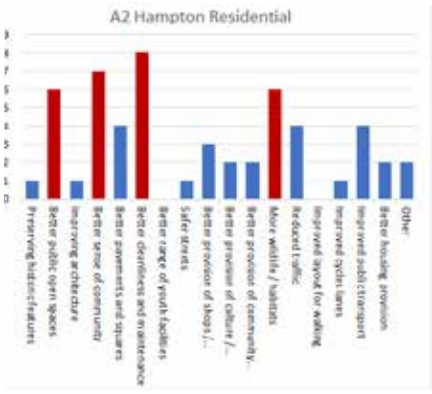


Barnes Common and Riverside received just one response. The respondent identified preserving historic features and more wildlife / habitats as the key priorities for improving the area.

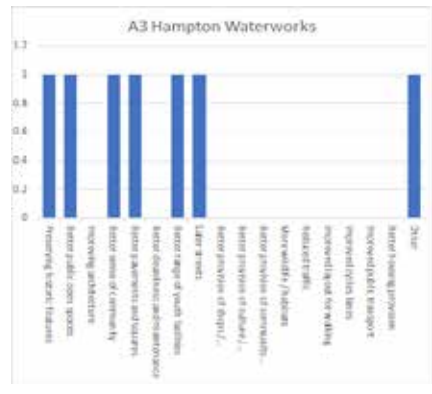
Which types of improvements do you think would most enhance your selected area?



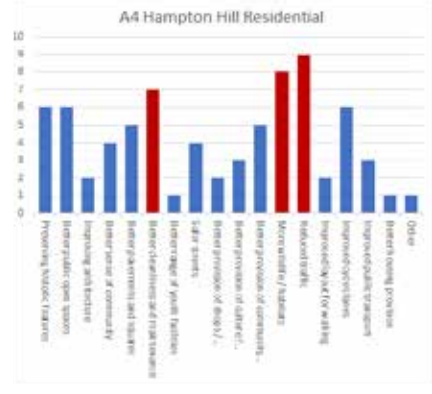
For Hampton Historic Centre, respondents felt that the use of traditional building materials would most enhance the area. More planting in open spaces, more street trees, and reinstating traditional shop fronts were also considered important enhancements.



For A2 Hampton Residential, respondents overwhelmingly considered that improved pavement surfaces was the most important improvement. They also felt that more street trees, more planting in open spaces and less street clutter would enhance the area.

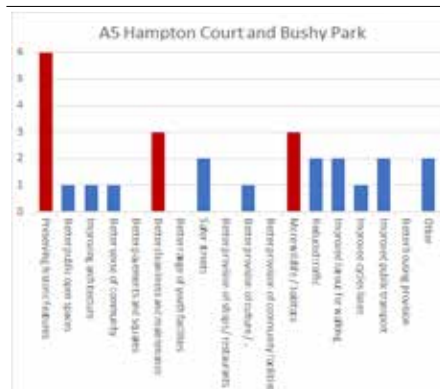


A3 Hampton Waterworks had only one respondent. The respondent felt that improved pavement surfaces, use of traditional building materials, more street trees, more planting in open spaces and development of empty plots were all necessary improvements.

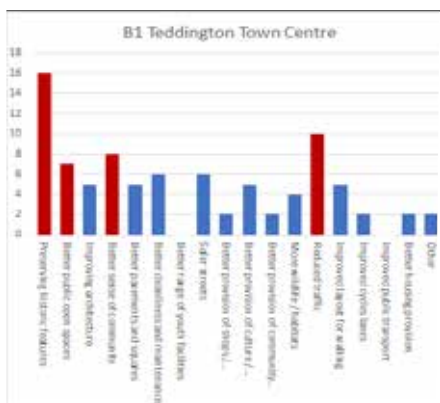


The respondents for A4 Hampton Hill Residential considered more planting in open spaces and more street trees as the key improvements needed. They also felt Closing roads to traffic and more cycle lanes would enhance the area.

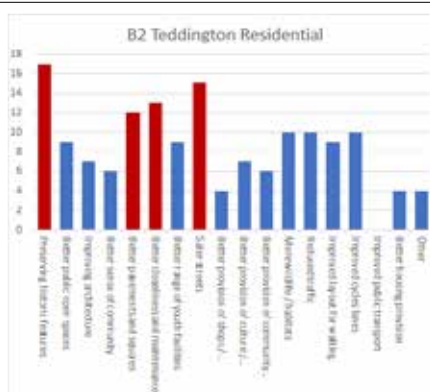




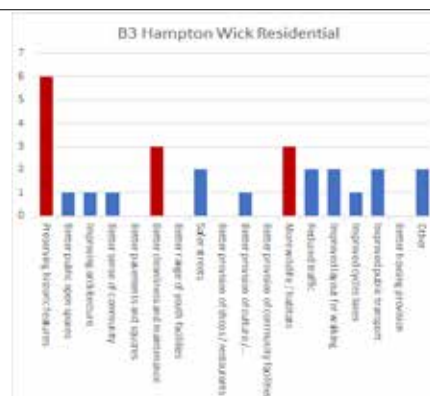
There were relatively few respondents for A5 Hampton Court and Bushy Park. The respondents gave equal importance to more street trees, more planting in open spaces and less street clutter as enhancements.



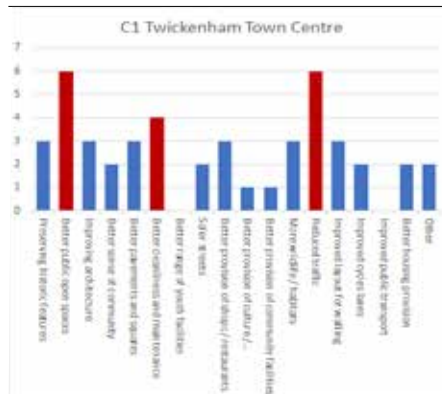
For B1 Teddington Town Centre more street trees and reinstating traditional shop fronts were highlighted as the most needed improvements by respondents. They also considered less street clutter, use of traditional building materials and new public spaces as useful enhancements.



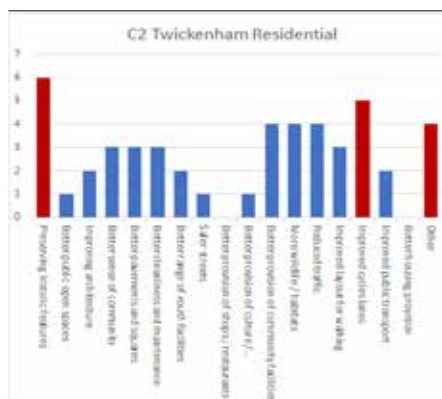
More street trees was the primary improvement selected by respondents for B2 Teddington Residential. Respondents also felt that less street clutter, more planting in open spaces and more cycle lanes would enhance the area.



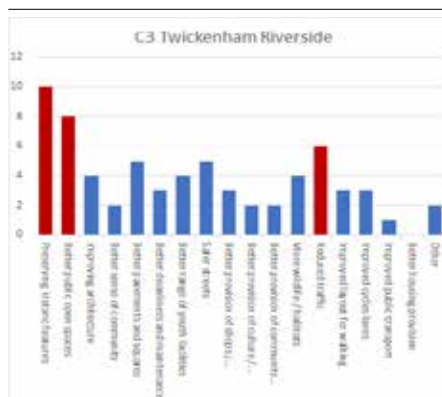
For B3 Hampton Wick Residential, respondents felt that improved pavement surfaces was the key to enhancing the area. They also considered reinstating traditional shop fronts, more street trees and less street clutter were important in this regard.



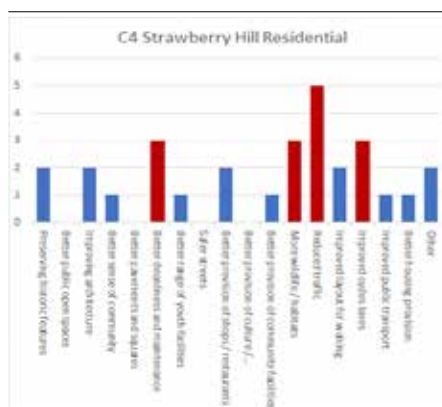
The respondents for C1 Twickenham Town Centre considered more street trees and more planting in open spaces as the most important improvements. Less street clutter and use of traditional building materials also scored highly.



For C2 Twickenham Residential, respondents considered more cycle lanes and less street clutter as the key enhancements for the area. New public spaces, improved pavement surfaces and more planting in open spaces were also popular amongst respondents.

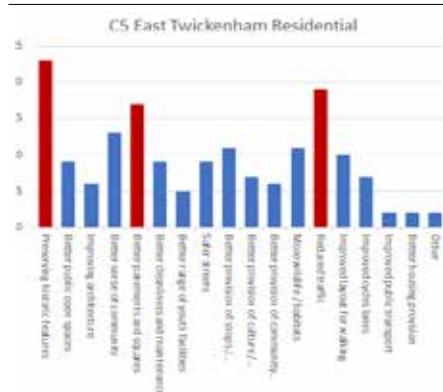


Reinstating traditional shop fronts and more street trees were the main improvements selected by respondents. With a range of other improvements receiving a fairly even distribution.

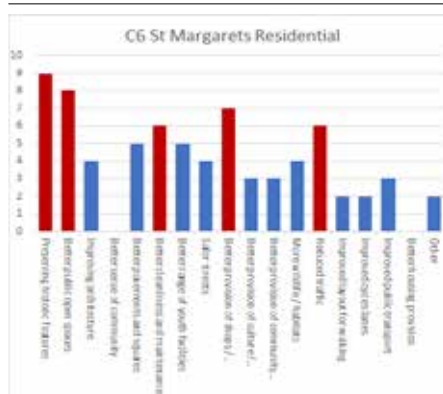


The out standing improvement for respondents in C4 Strawberry Hill Residential was more street trees, this was followed by improved pavement surfaces.

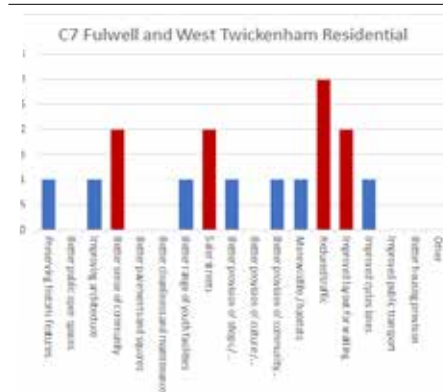




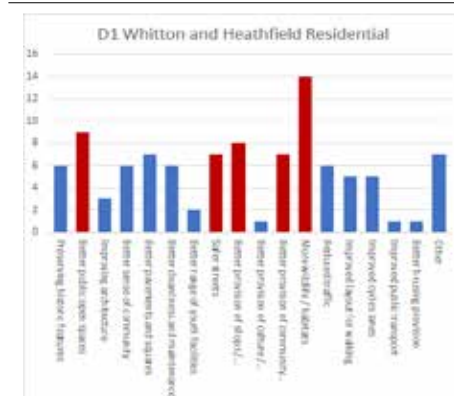
For C5 East Twickenham Residential, respondents considered more street trees, improved pavement surfaces and reinstating traditional shopfronts as the improvements that would most enhance the area. More planting in open spaces and less street clutter were also considered to lead to enhancement.



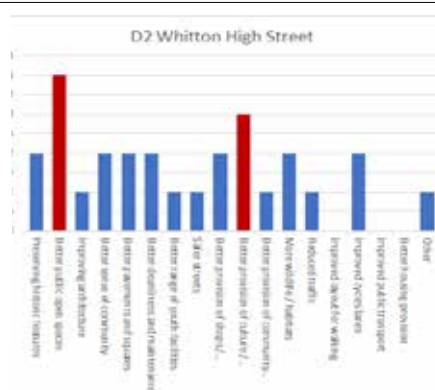
Respondents for C6 St Margarets Residential felt more planting in open spaces, more street trees and use of traditional building materials were the key improvements.



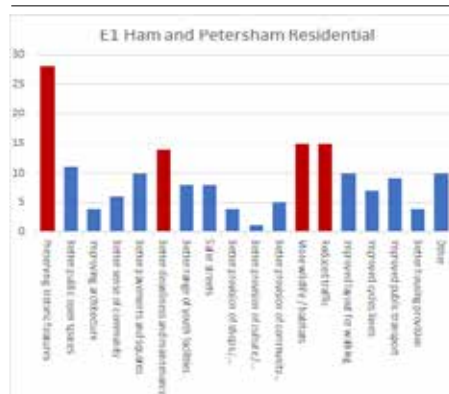
There were only two respondents for C7 Fulwell and West Twickenham Residential. The Respondents felt that closing roads to traffic, reinstating traditional shop fronts, use of traditional building materials and more street trees were improvements that would result in enhancement of the area.



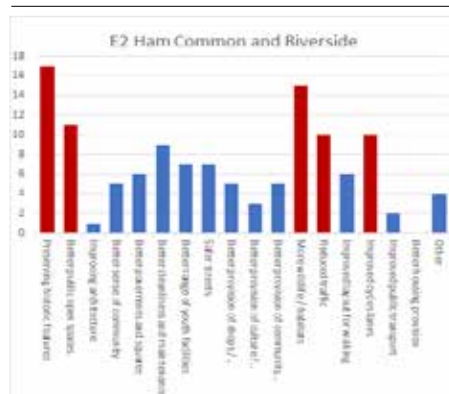
For D1 Whitton and Heathfield Residential, respondents considered more planting in open spaces and new public spaces as the biggest potential improvements. They also felt that more street trees, less street clutter and more play facilities would bring enhancement to the area.



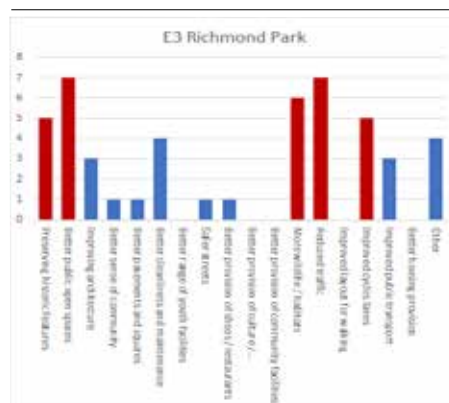
For D2 Whitton High Street the use of traditional building materials was considered the greatest improvement that would most enhance the area, this was followed by less street clutter.



More planting in open spaces and more street trees were highlighted as the most important improvements by respondents for El Ham and Petersham Residential. Respondents also considered improved pavement surfaces and less street clutter as needed enhancements.

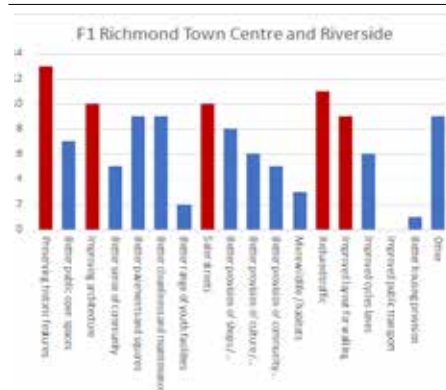


Respondents for E2 Ham Common and Riverside considered more planting in open spaces and more street trees as the two most needed improvements. More cycle lanes and less street clutter were also felt by respondents to enhance the area.

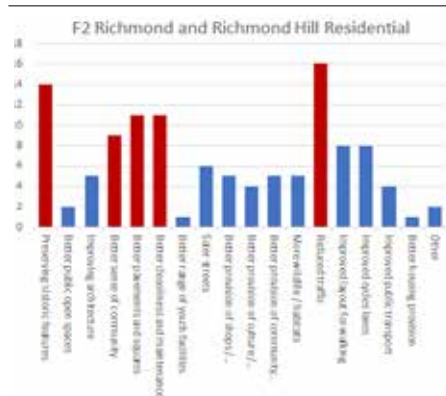


For E3 Richmond Park, respondents felt closing roads to traffic and more cycle lanes were the key improvements that would most enhance the area. They also believed more planting in open spaces and more speed restrictions would lead to enhancement.

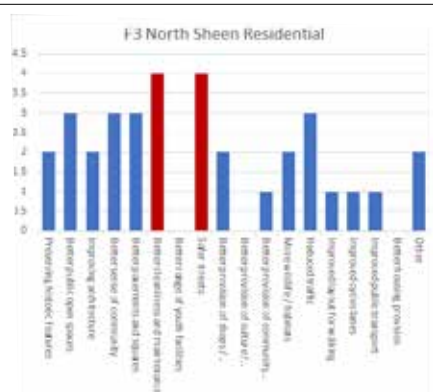




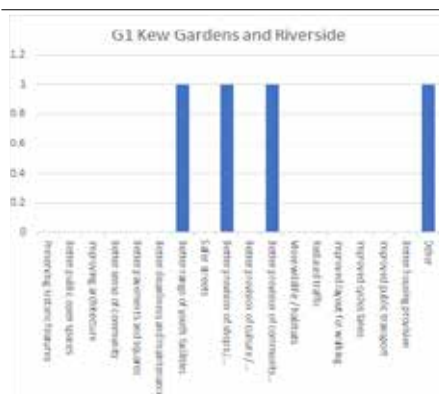
More street trees and less street clutter were the improvements that would most enhance the area according to the respondents for F1 Richmond Town Centre and Riverside. Wider pavements, reinstating traditional shop fronts and more planting in open spaces were also considered necessary improvements.



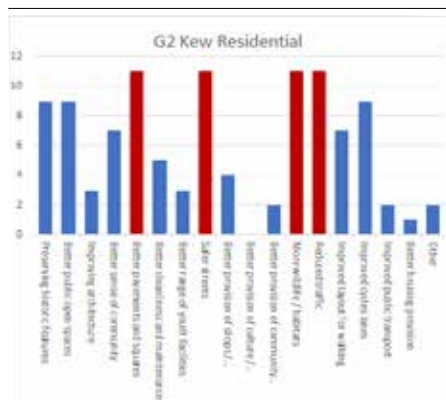
For F2 Richmond and Richmond Hill Residential, respondents considered more street trees, more planting in open spaces and improved pavement surfaces as the main enhancements. Reinstating traditional shop fronts was also considered a necessary improvement.



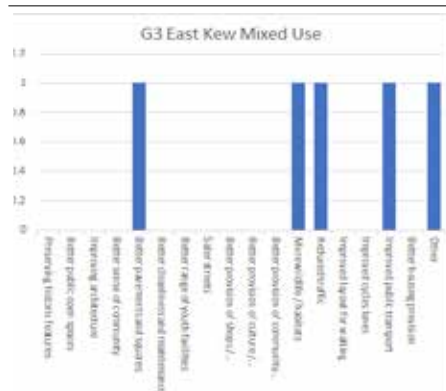
More street trees was highlighted by respondents for F3 North Sheen Residential as the key improvement to enhance the area. Respondents also felt that improved pavement surfaces, more planting in open spaces and less street clutter would lead to enhancement.



There was only one respondent for G1 Kew Gardens and Riverside. The respondent felt that improved boundary fences, walls or railings would lead to the enhancement of the area.

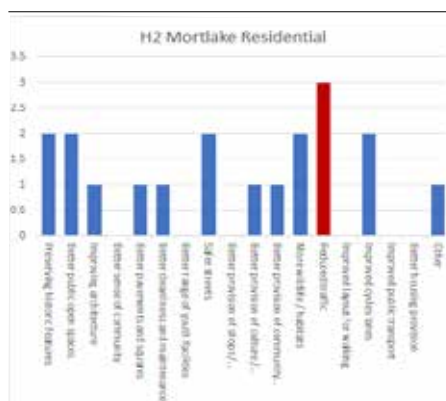


For G2 Kew Residential, respondents considered more planting in open spaces, more street trees, improved pavement surfaces and more cycle lanes as the improvements that would most enhance the area.



For G3 East Kew Mixed Use, there was just one respondent. They felt that improved pavement surfaces and use of traditional building materials would lead to the enhancement of the area.

H1 did not have any respondents.



Respondents for H2 Mortlake Residential felt that more street trees was the improvement that would most enhance the area. This was followed by new public spaces, more cycle lanes, more planting in open spaces and less street clutter.

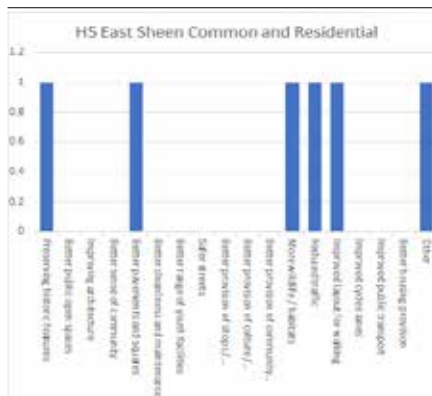




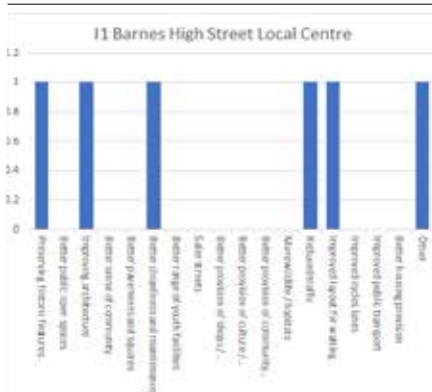
For H3 East Sheen Town Centre, respondents considered closing roads to traffic as the key potential improvements. They also felt that reinstating traditional shop fronts and development of empty plots would enhance the area.



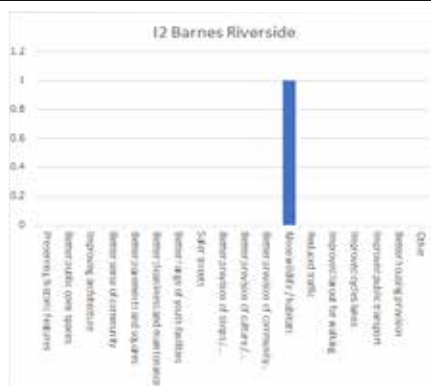
More planting in open spaces was considered as the main improvement leading to enhancement of the area by respondents for H4 East Sheen Residential. They also felt that closing roads to traffic, reinstating traditional shop fronts, more street trees and less street clutter were necessary improvements.



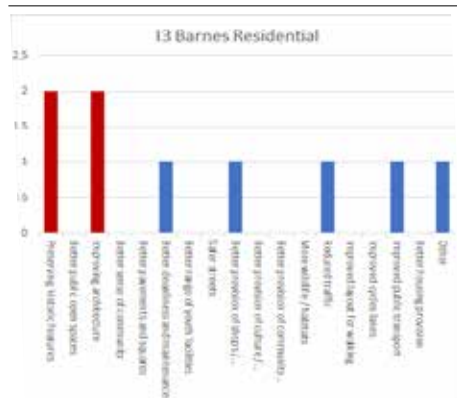
There were only two respondents for H5 East Sheen Common and Residential. They considered improved pavement surfaces and less street clutter as the key improvements needed in the area.



For 11 Barnes High Street Local Centre there was only one respondent. The respondent felt that improved pavement surfaces, wider pavements, more speed restrictions, reinstating traditional shop fronts and less street clutter were all improvements that would enhance the area.



There was only one respondent for I2 Barnes Riverside, and they considered more street trees as the improvement that would most enhance the area.



For I3 Barnes Residential there were two respondents. These respondents highlighted improved pavement surfaces as resulting in enhancement to the area.



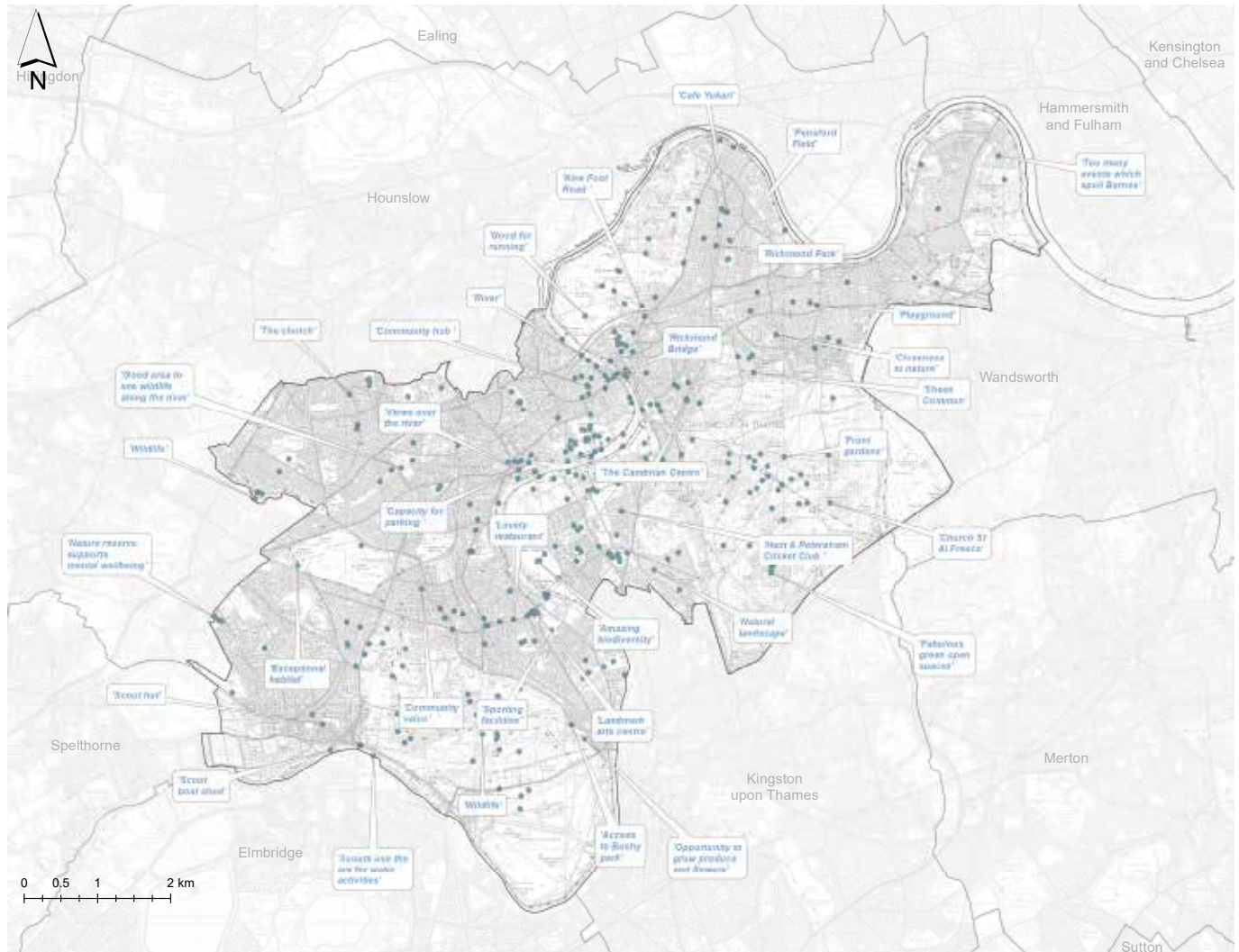
There were two respondents for I4 Barnes Bridge Residential. The respondents considered improved pavement surfaces, more play facilities, reinstating traditional shop fronts, more street trees and development of empty plots as improvements that would result in the enhancement of the area.

I5 did not have any respondents.

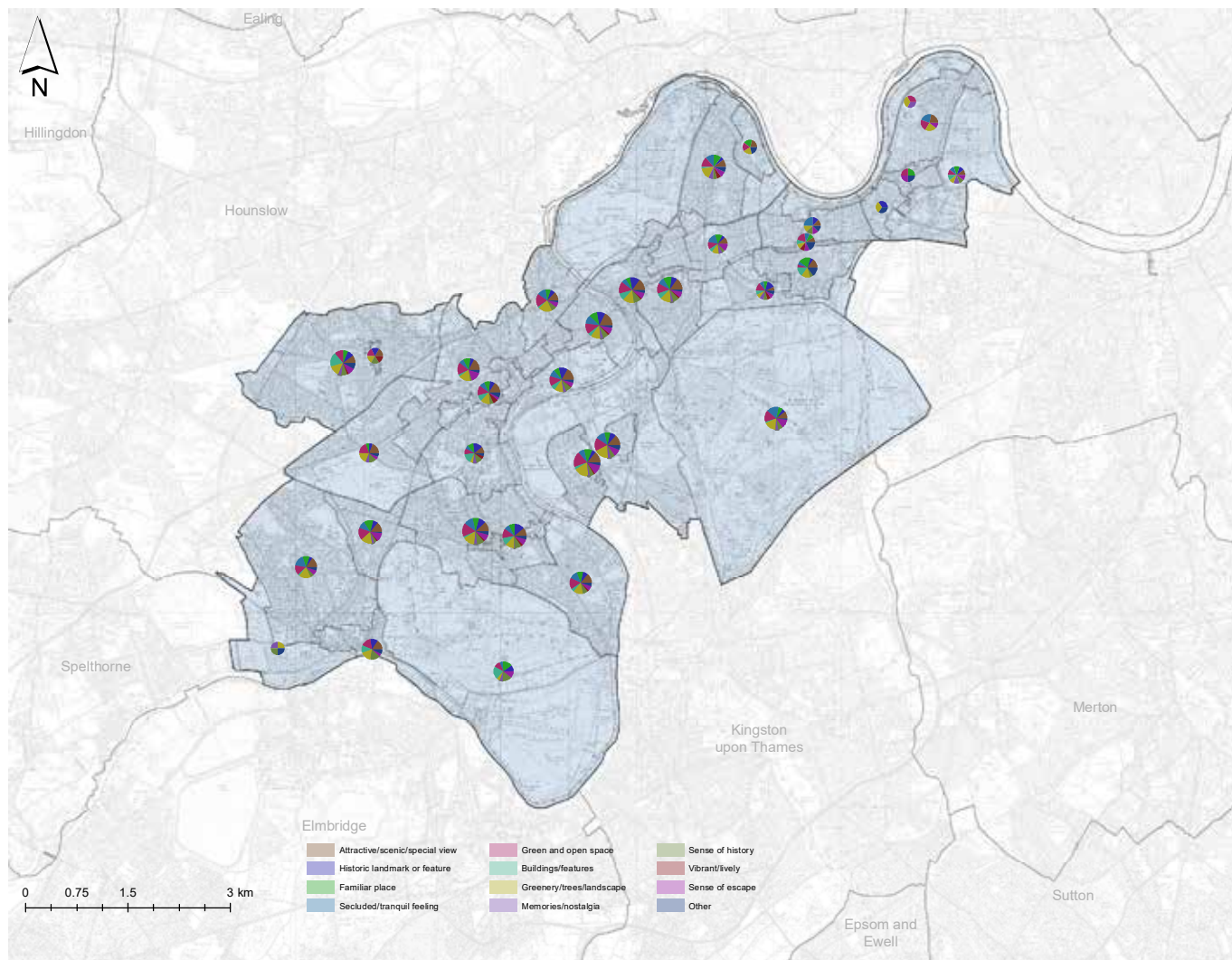


### F.3 Consultation data mapped

The following maps ([Fig. 496](#) and [Fig. 497](#)) illustrate the spatial distribution of responses from the public consultation and reflect how different elements and features are perceived and valued by the community.



**Fig.496:** Individual perceptions of specific features and locations across the Borough

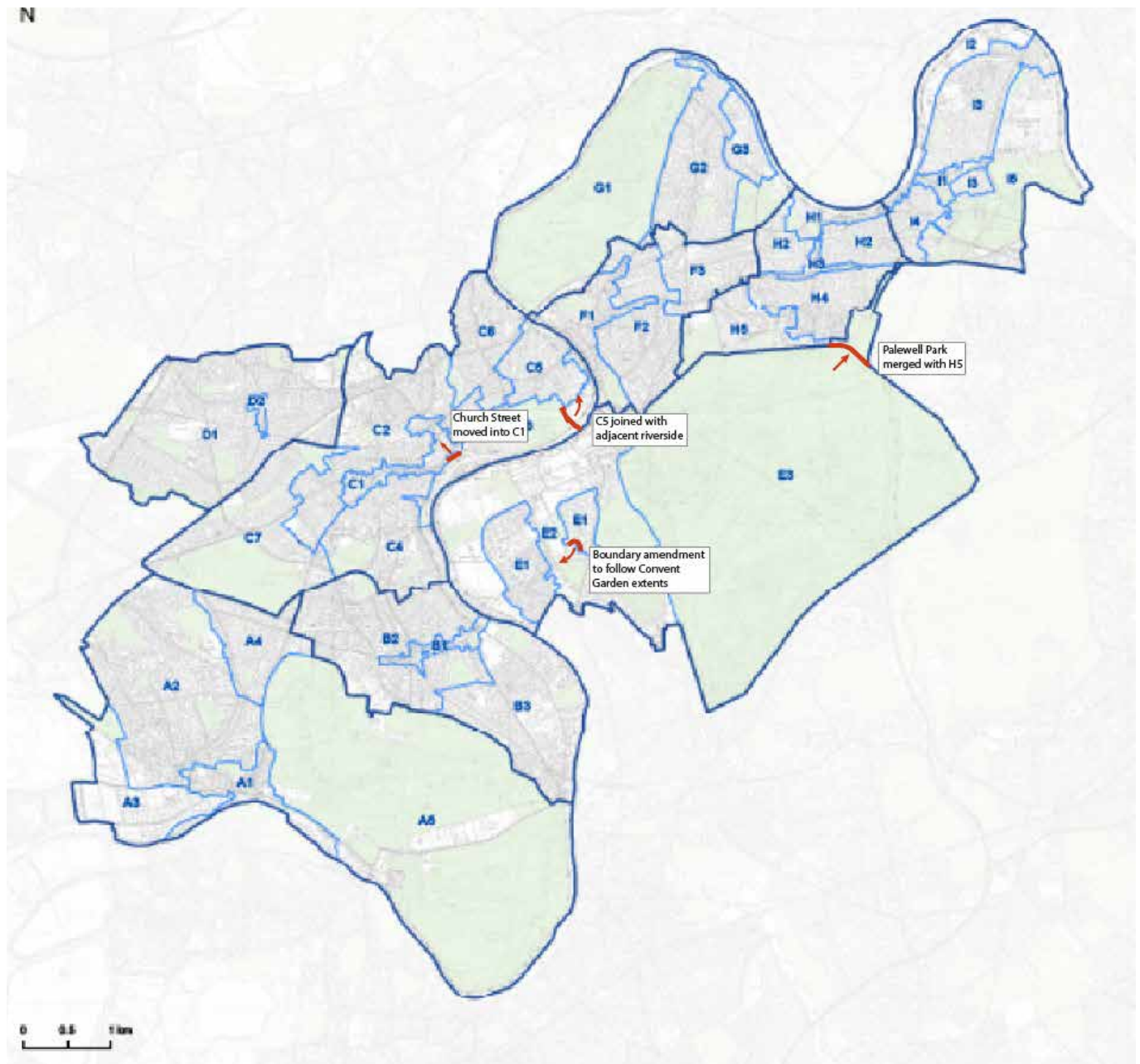


**Fig.497:** Perceived qualities of the character areas from collated responses



## F.4 Changes to character areas

Fig. 479 below summarises the changes made to the character area names and boundaries in response to the public consultation.



**Fig. 498:** Character area boundary amendments following public consultation

The naming of the following character areas was also updated in response to feedback from the public consultation:

- Twickenham Town Centre became **Twickenham Town Centre and Green**;
- Fulwell Residential was changed to **Fulwell and West Twickenham Residential**;
- Mortlake Residential became **Mortlake and East Sheen Railwayside**;
- East Sheen Common and Residential was changed to **East Sheen Parkside**;
- Barnes High Street and Local Centre was shortened to **Barnes Centre**.

## ***Contact***

### **Kate Anderson**

e: [kate-e.anderson@arup.com](mailto:kate-e.anderson@arup.com)

t: +44(0) 20 7755 3741

### **Arup**

8 Fitzroy Street

London

W1T 4BJ



Please consider the environment before printing this report