

et's Estate

LONDON BOROUGH OF RICHMOND UPON THAMES  
Important Information for New Owners

You will have been informed by your estate agent or solicitor that the building you are purchasing is a listed building. It is included in the List of Buildings of Historic Interest compiled by the Secretary of State under the Planning (Listed Buildings and Conservation Areas) Act 1967.

## 2 Policy

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LONDON BOROUGH OF RICHMOND UPON THAMES  
Design Guidelines for  
SHOPFRONT  
SECURITY

Planning permission is required for the erection of a shopfront.

MAYOR OF LONDON

LONDON  
Planning  
Information  
HISTORIC  
BUILDING  
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LONDON BOROUGH OF  
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- a. Replacement of Crane Work sealed or Bladed
- b. LBRuT
- c. Improvement with The

DESIGN GUIDELINE

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## *2 Policy*

### **2.1 INTRODUCTION**

The publication of the Design Guide aims to promote design of the highest quality in the public realm, specifically the street scene and other public open space. The Guide is instrumental in taking forward the key aims of the Council. The local policy context is outlined in this section.



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## 2.2 LOCAL POLICY CONTEXT

### Community Plan 2006-2007

This sets out the key priority areas into which the Council will concentrate its resources. The Council and its partners want Richmond upon Thames to be a borough where people:

- Take pride in the Borough
- Feel safe
- Live in a clean and pleasant environment
- Enjoy good quality well managed services that are value for money.

The Council's priorities include environment and sustainability, community safety and promotion of health and well being.

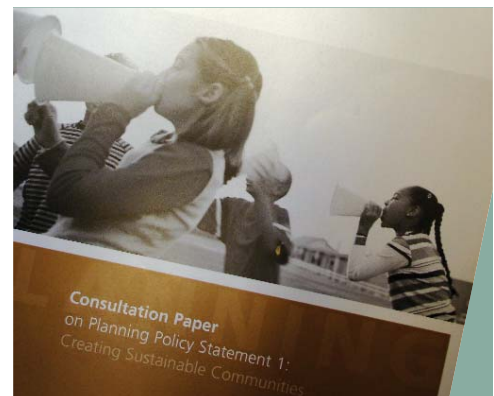
### Best Value Performance Plan 2006-2007

This plan highlights the Council's priorities and main issues and includes performance indicators with targets. The vision statement under Environment and Sustainability is:

"We will work with our community to reduce the threat of climate change, cut carbon emissions, minimise waste and promote energy efficiency. We will make Richmond upon Thames the most sustainable, greenest, safest and cleanest London borough."

This includes:

- Enhancing village and town centres
- Enhancing parks and open spaces
- Keeping up standards of highway maintenance, street cleaning, graffiti removal, refuse collection
- Maintaining the programme of tree planting
- Protecting the natural environment
- Working to develop sustainable road and transport policies.

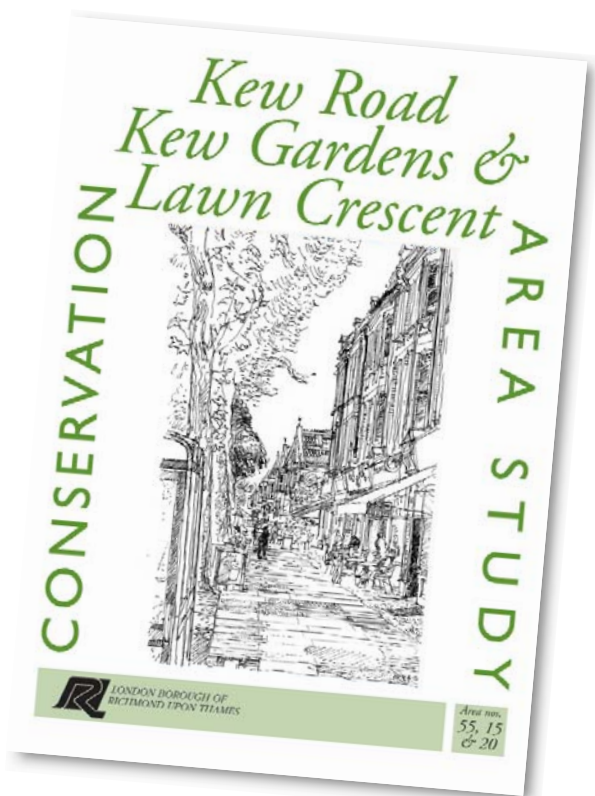


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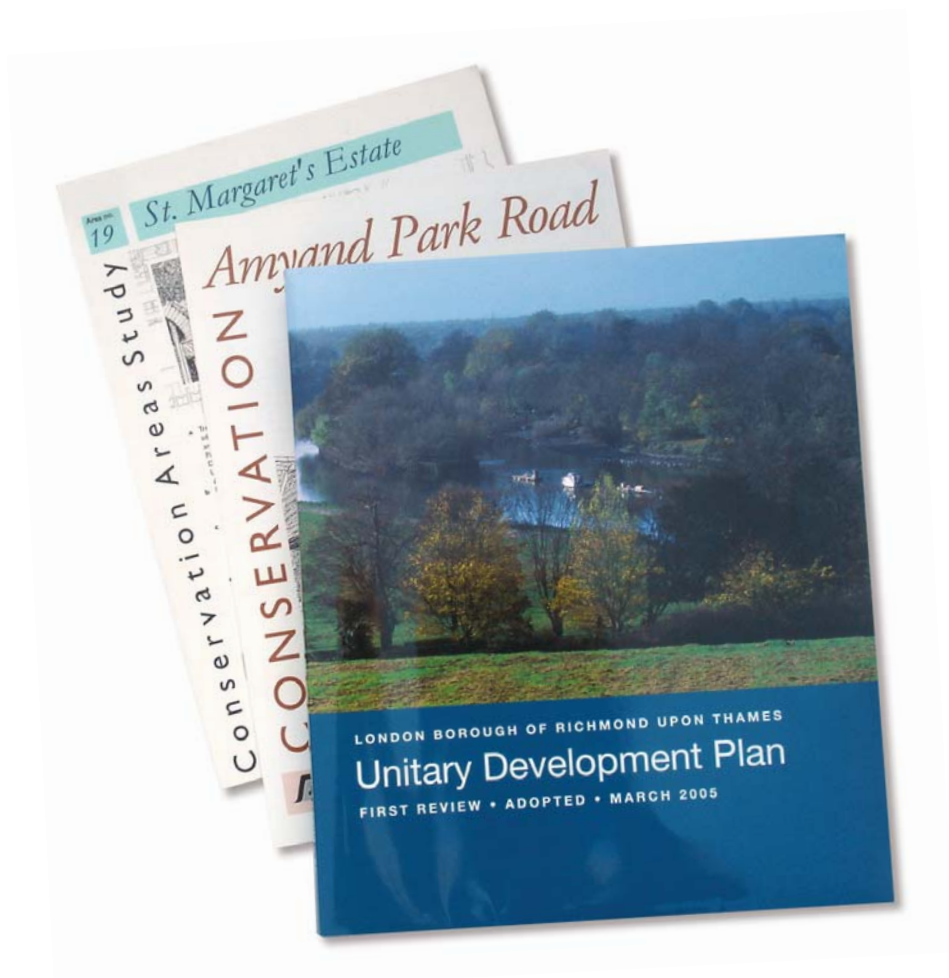
### Environment Directorate Plan 2006-2007

This sets out the Directorate's objectives. Particularly relevant to this Guide are those under the headings of Protecting our Heritage and Sustainable Transport:

- Promote high quality architecture and urban design within both the public realm and private developments, implementing the new public space and residential design guides and sustainability checklist
- Progress the programme of conservation area appraisal and management plans to help preserve and enhance conservation areas
- Consider major upgrades to 10 of our parks and open spaces
- Promote sustainable modes of transport and reduce the impact of traffic on people's lives. Combat speed and preserve pavements for pedestrians
- Ensure all transport improvement schemes reflect the needs of the community and improve the quality of the street scene.



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### 2.3 OTHER LOCAL POLICY

Local policy underpinning the Design Guide includes the Unitary Development Plan adopted in April 2005 and other related guidance and policy documents. The specific policies in the local Unitary Development Plan include those in the chapters on the Open Environment, Built Environment, and Town Centre and Shopping, specifically those with the principal objective to preserve and enhance the accessibility, viability and appearance of the townscape, landscape and riverscape which give the Borough its special character. A Local Development Framework is being prepared which will eventually supercede the Unitary Development Plan.

Other local guidance and policy documents that have informed the Guide include:

- **Community and Service Plan** – identifies Council priorities and projects
- **Supplementary Planning and Design Guidance** – underpins, reinforces and adds detail to the relevant policies in the Unitary Development Plan

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- **Community Safety Partnership Strategy** – aims to reduce crime and disorder working with key partners
- **Open Spaces Strategy** – sets out a vision for the protection, management and enhancement of the Borough's parks and open spaces
- **Tree Strategy** – provides detailed guidance on the implementation of relevant Unitary Development Plan policies relating to planting and management of trees
- **Walking Strategy** – highlights the importance of encouraging walking and how this can be done, including an emphasis on improving the streetscape
- **Thames Landscape Strategies** – covering Hampton to Kew (including the Arcadia project), and Kew to Chelsea. Dedicated to the holistic (historic, aesthetic and environmental) design and management of the unique River Thames environment in the Borough
- **Local Transport Strategy** – outlines the direction of the development and improvement of transport over the next five years.

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## 2.4 NATIONAL POLICY

PPS 1 “Creating Sustainable Communities”, Annex C, states that planning should encourage good design and that local planning authorities should plan positively to achieve good quality urban design by adopting clear policies and guidance – taking account of the good practice set out in “By Design” (referred to below). The policy of Town Centres and Retail Development in PPS 6, discusses design in more detail, and raises the issue of clutter and maintenance. This is one of the main concerns of the Design Guide.

PPS 6 (page 17: 2.38) states that “street furniture and signs, if not well-designed and coordinated, can cause visual clutter. Local planning authorities are therefore encouraged to review, in consultation with others including the relevant highways authority, the amount, design, siting, and maintenance of street furniture, paving and signs. A review of street furniture and paving materials will be a key issue in drawing up a strategy for improving the environment of the town centres.”



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## 2.5 REGIONAL POLICY

The value of good design is stressed in regional guidance: regional urban renaissance is a vision set out by Regional Planning Guidance for the South East (Chapter 5 RPG 9: March 2001). The aim of the urban renaissance is to create the quality of life necessary to make urban living desirable. The document states that “the sustained success of urban areas will be predicated on five central principles, one of which is achieving design excellence.” The London Plan also addresses the importance of high quality public space in the urban environment. Policies 3A.14, 4B.4/5, 4B.7 and 4B.11 of The London Plan encourages:

- A strategic approach to ensure consistency and high quality of design and management of public space
- Inclusive design that is accessible and usable for all and meets the needs of diverse groups including the disabled, older people, children and young people
- The recognition and management of local distinctiveness
- The protection and enhancement of historic assets.

The plan states that the highest quality of design in London’s public spaces is needed to achieve a city that is more attractive, safer and easier to get around for everyone.

### Other Publications that guide best practice

Several other documents that concentrate on design excellence and that have informed the Public Space Design Guide include:

- By Design (CABE/DETR: 2000)
- Paving the Way (CABE/DETR: 2001)
- Streets for All (English Heritage: 2000)
- Civic Trust publications.

