



Ham and Petersham Neighbourhood Plan 2018 - 2033

Adoption Version

January 2019

2 Character and Heritage

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2.3 Policy C1 - Protecting Green Character

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- A. The clear distinction between the built-up areas and green spaces of Ham and Petersham will be retained and, where appropriate, enhanced to ensure that the boundary is well defined, physically and visually.
- B. In as much as any works require planning consent, the improvement, extension or renewal of existing leisure facilities within the green spaces of the neighbourhood area must have particular regard to their semi-rural setting within the open spaces when assessed in relation to the relevant policy in the Richmond Local Plan.
- C. In as much as any works require planning consent, the materials and the design of structures in and adjacent to green spaces, including signs, fencing and lighting, must be appropriate to the open 'semi-rural' character.

Policy Application

2.3.1 All applications on or adjacent to green spaces identified in Figure 7.1 will be expected to address this policy. The creation and expansion of sports facilities will only be considered appropriate on open spaces already used for this purpose and provided that criteria set out in the policies of this Plan and the Local Plan are met.

Reasoned Justification

2.3.2 The open semi-rural character of Ham and Petersham is one of its key characteristics. It is considered important that this character is not eroded through poorly designed or badly located developments or use of green space for inappropriate and intensive leisure uses such as sports.

2.3.3 It is also important that street furniture and other essential structures within the green spaces are designed to reflect the character of the location. Street furniture and essential structures should be designed to comply with guidance in the LBRuT Public Space Design Guide. This approach builds on policy LP 13 and LP 14 of the Richmond Local Plan.

objective within Ham & Petersham to protect and enhance local retail facilities and associated services, and also to set out priorities for improvements to the environment of the local shopping centres and frontages.

6.3 Policy R1 - Enhancing Retail Uses

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Proposals which extend and enhance the range of local shops, pubs, restaurants, cafes and related commercial services will be encouraged. The loss of shops, pubs and commercial premises for the local community will be resisted unless it can be demonstrated that the site has been actively and properly marketed for its current use in accordance with the requirements set out in Appendix 5 of the adopted Local Plan.

Reasoned Justification

6.3.1 The existing range of retail services is valued by the local community and their loss will be resisted unless it can be demonstrated there is no longer a viable demand for them. Improvements to the range and number of services would be welcomed.

6.3.2 The key issues regarding the retail health and quality of the key centres and frontages are set out below along with priorities for environmental enhancements.

6.4 Ham Parade

6.4.1 This is a Local Centre but is not currently as thriving as it has been in the past. It is considered to be at a tipping point. Although it is still quite busy and vacant units appear to be re-let reasonably quickly, it has suffered from the loss of key uses. In recent years all the Bank branches have closed, together with the Post Office, and several independent shops, such as a butcher and a greengrocer, have also been lost. As a result, the Centre has become less attractive to local residents. If the number of non-retail businesses increases further, then Ham Parade could lose the mix of shops and local services which currently attracts local people.

6.4.2 The main road provides passing trade and has well used bus stops, but it divides the shopping area and is dangerous and disruptive. Ham Parade is on the edge of two boroughs and if it is to continue as a centre for the surrounding community measures to maintain its health and vitality are as important as those for the town centres.

6.4.3 The Neighbourhood Forum would like to ensure that Ham Parade thrives, providing a proportionate mix of local services (such as cafe / coffee shops, banks, building societies, betting shops, estate agents, hairdressers and beauty salons), retail shops run by entrepreneurial, independent shopkeepers, such as a cycle shop,

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and branches of larger chains which together serve the residents of Ham, Petersham and north Kingston. In addition, support facilities for the local self-employed would be welcomed.

6.4.4 The priorities for Ham Parade are to bring forward an environmental improvement scheme to improve the appearance of the Centre and calm traffic, improve pedestrian and cycling access routes from surrounding residential areas and support the creation of a 'Ham Parade Management Group' facilitated by a part time town centre manager or retained consultant providing a voice for Ham Parade and co-ordinated marketing and promotion. This could include a weekly market complementing the shops and services which could be facilitated by the environmental improvement scheme. Possible sources of funding for this would be secured in discussion with LBRuT.



Image 28: Ham Parade

6.5 St Richard's Square

6.5.1 This is a neighbourhood shopping centre with a local supermarket (open 7am - 11pm), a range of local shops including a Post Office, and crucially, free parking. It is served by the 371 bus route. It draws people from beyond Ham.

6.5.2 This group of shops are a natural meeting point within the area, but there is limited opportunity to linger or sit and watch the world go by, and the shops are in shade for most of the day. The priority for St Richard's Square is to bring forward an environmental improvement scheme to create a coherent and unified public space whilst retaining the crucial car park. This could transform the appearance of this part of the area and should support the continued vitality of this local centre.



Image 29: St Richard's Square

6.6 Ashburnham Road/Ham Street

6.6.1 This is a freestanding 1960s block of shops with residential flats over, located at the junction of Ashburnham Road and Ham Street. Of the 12 shop units in the block, only five provide local shopping or services throughout the day. Several units are vacant or appear vacant and three are fast food outlets / take-aways which are only open for limited periods. The layout facing onto two road frontages and the nondescript appearance of the building make the centre appear unattractive. Nevertheless, proximity to Grey Court School, Ham Library, Ham Clinic, Ham Village Green, busy bus stops and areas of Petersham which do not have other shopping means it is an important local centre.

6.6.2 The site forms part of the Central Ham Opportunity Area identified in the 'Opportunities for Change' section of the Neighbourhood Plan and the priority is to improve the appearance of the block and to enhance the public realm around it.



Image 30: Ashburnham Road / Ham Street

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6.7 Back Lane

6.7.1 This small group of five units provides local services and a pharmacy in a secondary location. A traffic calming scheme in the recent past has improved the environment and these units should be retained as low cost space for services meeting local needs.

The site forms part of the Central Ham Opportunity Area identified in the 'Opportunities for Change' section of the Neighbourhood Plan and the priority is to improve the appearance of the block and to enhance the public realm around it.



Image 31: Back Lane

6.8 Policy R2 - Other Businesses and Local Services

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Facilities and services such as shared work-space and serviced offices which would encourage and sustain small businesses will be supported where they do not conflict with other relevant planning policies.

Reasoned Justification

6.8.1 There is a significant and increasing number of self-employed people working from home within Ham and Petersham including tradesmen, people providing professional business services and small scale craft based enterprises. These low