

walk. Although detailing differs between sections initiated by different redevelopment schemes, the walk is mainly characterised by quality paving materials, good railings and promenade lighting.



*Part of the riverside walk near Broomhouse Drawdock*

5.22 The riverside provides striking views into the designated area and panoramic views out of the area. Wandsworth Bridge is visible throughout much of the riverside and views of the conservation area from the bridge are prominent and important. There are also important longer range views of the conservation area, for example from Battersea Bridge and from the Wandsworth bank of the river.

5.23 The Thames Strategy highlights the importance of riverside development and its effect on its local context and in long range views. It provides a strategic outlook stressing the importance of the appearance of new development and its relationship to its surroundings. Also of note is the importance it places on the spaces between buildings in achieving good urban design.

5.24 Wandsworth Bridge Road is a busy road crossing the river at Wandsworth Bridge creating a bottleneck of traffic at the junction with Townmead and Carnwath Roads. This is the main point of entry into the conservation area and bisects it, though the character is consistent throughout.

5.25 A large area of the river frontage at the downstream end of the conservation area adjacent to Chelsea Railway Bridge is currently part of a

mixed development proposal. Five trees with Tree Preservation Orders are located on the river edge of the site and provide important green features along the riverside.

## 6 BROAD DESIGN GUIDELINES

6.1 The previous section described the character of the conservation area looking at individual buildings, groups of buildings and the general townscape. This section identifies key components which define the character, or those which affect it, suggesting broad design guidelines to deal with each one.

6.2 Sands End is different from most of the other conservation areas in the Borough in that it has very little remaining built historic fabric. It was designated specifically with the future development of the riverside as a prime concern. Although redevelopment of some sites has been undertaken it is important that the future development of Sands End respects the character of the riverside location which is of both local and strategic value to the River Thames.

6.3 This conservation area offers many opportunities for new development. This should respect the character of the river front and of the surrounding areas. Particular attention should be paid to the height, scale and massing of new development and the effect which this has upon the character of the river corridor, upon the quality of open spaces, and upon views into and out of the conservation area.

6.4 New development provides the opportunity to strengthen the existing character and identity of the conservation area through improving links to maximise both views of the river and access to the riverside. There is also the opportunity to improve the relationship between the conservation area and the residential development north of Townmead Road, particularly through strengthening links with the river.

## Opportunity sites

6.5 Opportunity sites are sites where visual improvements are desirable and could be achieved through redevelopment or refurbishment.

6.6 At present there are a number of disused and underused sites as well as derelict buildings that provide significant opportunities where the nature of development, particularly the height of development should be carefully considered.

1. **The British Gas Site** - consisting of sites 32 and 71 in the Unitary Development Plan (See paragraph 5.25).

This is a prominent site situated between Townmead Road to the north west and the river. The street layout of any new development could be designed to echo that of development to the west of Townmead Road giving greater permeability into the site as well as improving links with the river. Height is a key issue; generally buildings bounding the existing residential development in Townmead Road and adjacent to the river should not rise higher than four storeys but could go higher nearer Chelsea Harbour.

2. **London Electricity Board buildings** - Townmead Road (See paragraph 5.9 and 5.11).

3. **Fulham Wharf** - Disused warehouse site alongside Townmead Road leading down to the river containing vacant buildings (See paragraph 5.10).

4. **RMC Fulham** - industrial site leading down to the river.

5. **Swedish Wharf** - industrial site leading down to the river.

6. **Albert Wharf** - Car auction site leading down to river.

7. **Blue Circle/Hurlingham Wharf** - disused industrial riverside site off Carnwath Road.

8. **Whiffin Wharf** - disused riverside site off Carnwath Road with permission for development by Cheyne Motors.

6.7 Sites 4, 5 and 7 are included in the Thames Strategy as operational and non-operational sites to be safeguarded for facilitating the transportation of freight by water.

6.8 Redevelopment should be judged against criteria suitable for a conservation area, in which new buildings should contribute positively to the visual quality of the area. The Unitary Development Plan sets out criteria for the redevelopment of such sites.

## Continuity and historic names

6.9 The Council considers the retention of the old names of sites and properties within the conservation area to be desirable. This would enable the historic identity and continuity of areas to be preserved. The names of historic or locally important developments and their associated signage and features should be kept. Historic names and associations should also be taken into account in the naming of new developments.

6.10 The Council would also like to see the inclusion of date plaques on any new developments. This would provide interesting features in the townscape and points of reference for the future.

## Uses

6.11 The balance of uses within a conservation area is important in defining its character particularly if they reflect the historic development of the area. It is important to establish a mix of new uses within this conservation area to provide variety and help establish a new character as the historic uses are no longer viable. The existing uses of the river itself are important in the character and appearance of the conservation area. The river and foreshore is used for recreational activities, both passive and active, and when the tide is out the foreshore provides a feeding ground for a number of species of birds. It is also a transport route for both business and pleasure vessels which has the potential for increased activity subject to the consideration of the interests of other river users.



### **Landmarks**

6.12 Wandsworth Bridge is a landmark within the conservation area. The Belvedere tower at Chelsea Harbour is a prominent landmark in views out of the conservation area from the north and east and should remain the main landmark feature along the river front in this area. The setting of these landmark buildings and structures should be respected. New buildings should not compete with them.

### **Views**

6.13 Views of, and along, the river bank on both sides of the River Thames are an important characteristic of the conservation area. The impact of any development on this should be given full consideration so that it does not have a negative impact. New development should open up views of the river.

### **Building line**

6.14 The orientation of any new development should pay particular attention to the river edge so that it provides an appropriate and well defined edge to the riverside and riverwalk. New development to the east along Townmead Road should respect the residential properties on the opposite side of the road.

### **Height**

6.15 The different heights of potential new buildings along the riverfront are important in defining the character of the conservation area. New development should form a transition between the existing low scale development and existing high development the latter which should be seen as an exception.

### **Open spaces**

6.16 The river walk is the main public open space within the conservation area together with the small park adjoining this to the east of Regent on the River. Other open space is provided as landscaping to new development though this is generally private, or car parking to retail units. Tree planting should be encouraged in the car parks to extend the green edge of the river.

### **Landscape and floorscape**

6.17 Surfaces within the conservation area are dominated by a variety of formal and informal hard landscaping. Pavements along public roads are generally of concrete slab paving edged with concrete and some remnant granite curbs. However, within sites a variety of paving and roadway treatments have been employed. Within recent developments tarmac dominates but within many sites that remain to be redeveloped, a variety of surfaces are to be found. Although most of the surfaces are temporary or in poor condition, many of the materials including granite setts and brick edging, are evocative of the former uses which occupied these sites. These materials should be kept where possible and/or incorporated in any new development.

6.18 An objective of the Council is to complete a riverside walk through this area. New developments have introduced a promenade, but while sites remain undeveloped the walk remains incomplete. The walk opens up public views from the area which are normally limited due to the depth and private ownership of sites. All new stretches of the river walk should incorporate high quality materials, lighting and landscaping including trees where appropriate.

6.19 It is not only an area's buildings but also the spaces between them which are important to the character of an area. It is important that the roads and pavements form a neutral backdrop to the building within the conservation area.

6.20 Footpaths should be of uniform materials, ideally traditional, which are visually distinguishable from the road surface (which should ideally be black, unless original cobbles or setts exist) and visually subordinate within the townscape providing a coherent character throughout the conservation area.

6.21 All original granite kerb stones and areas of historic stone paving should be kept if practicable where it forms part of a significant composite scheme. Ideally new paving should be rectangular

and not square, and if not York stone at least of the same colour.

**6.22** Tactile surfaces are not always appropriate in conservation areas. Where they are absolutely necessary (i.e. at controlled crossings such as zebra and pelican) they need to be of contrasting colour for safety reasons. However we will not install them anywhere else.

**6.23** Any highway management schemes should be of sympathetic materials which relate to their surroundings and are properly 'joined' to the surrounding footpaths/roads and take into account where practical English Heritage guidelines for conservation areas.

#### **Trees**

**6.24** There are significant mature street and private trees of value to the townscape in the conservation area. Soft landscaping and tree planting has generally been incorporated in recent redevelopments, notably the residential schemes and the J Sainsbury Superstore. Furthermore, there has been recent tree planting along Wandsworth Bridge Road within the car park area of the retail park. Links between the green edge of Hurlingham Club Grounds and the strong built edge of Chelsea Harbour to the east should be improved where possible through planting along the riverfront.

**6.25** All trees in a conservation area, including those in rear gardens, are protected. Owners should be urged to look after trees on their land and plant new trees in order to ensure a continuing stock of mature trees for future generations.

**6.26** If resources become available in the future street trees could be considered throughout the conservation area providing underground services and ground conditions allow.

**6.27** A programme of planting should be initiated where appropriate to ensure there is new stock to replace existing trees in the future.

#### **Street furniture**

**6.28** Careful consideration should be given to the number and location of street signs so as to avoid clutter. These should be reviewed with a view to reducing the number of columns by fixing signs to lamp posts etc.

#### **Boundary treatment**

**6.29** The presence of boundary treatments is important in defining the streetscape. There is a mix of modern and more traditional boundary treatments within the conservation area. These should be retained where possible and kept in good condition.

**6.30** Some of the remaining boundary walls of the industrial uses should be kept in new schemes where practicable. Though the key factor is that any new development should provide a good edge to the street or river frontage.

**6.31** In streets with railings, dustbin or meter enclosures should not be permitted where these would detract from the appearance of the area.

#### **Advertisement hoardings**

**6.32** The majority of signage occupies the entrances to industrial sites which are crowded with advertising boards for the variety of formal and informal commercial uses.

**6.33** The proliferation of advertisement hoardings in the conservation areas should be discouraged. Permission should not be granted for new hoardings.

#### **Alterations to buildings**

**6.34** Piecemeal changes to individual properties, when considered cumulatively, can have a severely negative affect on the special character and appearance of an area. This does not only apply to older residential development but to any development or scheme designed as a set piece or group.

**6.35** The following section outlines factors the Council considers to be important in preserving the