

WANDSWORTH

DRAFT LOCAL PLAN

Putney Area Strategy



Wandsworth Council are in the process of completely updating the borough's Local Plan. The Plan sets out a strategic vision and objectives to guide the next 15 years of development in the borough (2023-2038), ensuring that growth and renewal happens in a sustainable and co-ordinated way.

The new Local Plan will shape and guide decisions on the location, amount and type of development the borough requires to meet local needs. This includes buildings and how they're used, as well as supporting infrastructure and accessibility. The Local Plan is the most important document used to determine planning applications.



Area Strategies - a place-based approach

Wandsworth's draft new Local Plan places a greater emphasis on how places are designed. Area strategies have been developed to guide the growth of different parts of the borough in a sensitive and tailored way. Each area strategy is based on an integrated approach which combines three themes:

- **People First:** Prioritising people to create more sustainable, sociable and healthier communities that maximise wellbeing and quality of life. A people first approach allows meaningful choices in how people travel, the housing they can access, the way they work, for play and across all aspects of day-to-day life.
- **Placemaking:** Recognises that buildings, roads, parks and spaces all blend to create something called 'place'. This must be managed to mitigate climate change, support nature, value heritage, manage traffic and secure resilience. It is through the combination of management and design that place identity is established.
- **Smart Growth:** Concentrates on managing development to deliver economic, social and environmental outcomes. It supports a vibrant local economy that creates jobs and opportunity, and emphasises the provision of inclusive, affordable housing. Smart Growth promotes developments that are fit for purpose, responsive to the local context, and which recognise that mixed use supports sustainable places.

Have your say on the development of the borough up to the year 2038 - take part in the public consultation to shape Wandsworth's draft Local Plan until 1 March 2021.

For details please visit:
[wandsworth.gov.uk/localplanreview](https://www.wandsworth.gov.uk/localplanreview)



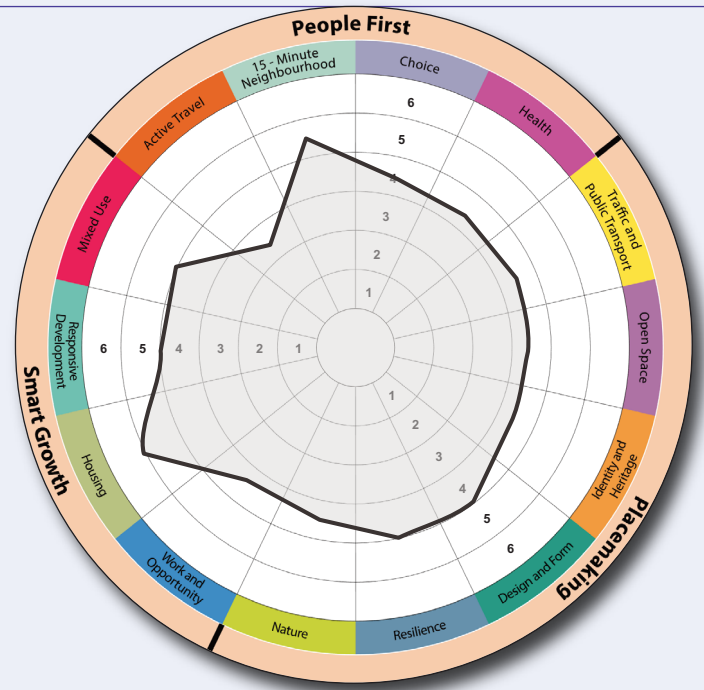
An Area Strategy for Putney

Area Performance

Area performance considers the 14 elements that make up the People First, Placemaking and Smart Growth criteria to provide a simple framework to help guide placemaking objectives as set out in the Area Strategies of the Plan. There's no *right* outcome for area performance as each place is unique. However, it allows you to think about the 14 elements of a place and the complex issues within places, allowing local people, decision-makers and others a common platform to assess needs and potential. The 14 elements are highlighted in the diagram and explained further in the draft Local Plan.

With regard to putting People First, the area performs well as a 15-minute neighbourhood, providing good accessibility to services and amenities for local people. This can be enhanced through support for active travel, such as walking and cycling, which will bring benefits across the community. Developments could better promote local identity through placemaking.

To find out more about the Putney Area Strategy, the place performance criteria and definitions please see section 7 of the draft Local Plan.



See page 131 of the draft Local Plan.

Character and Opportunity

Putney is a historic, riverside settlement that developed due to its important role as a river crossing. The centre is concentrated on two axes: the shopping frontages along Upper Richmond Road, running east to west; and on the historic core along Putney High Street, which runs south to north, leading on to the Victorian-era Putney Bridge. Putney High Street currently feels separate from the riverside environment.

Putney High Street is framed by three/four storey period terraces with shops at ground floor and generally well maintained upper storeys, mostly providing apartments.



The range of shops has traditionally been well regarded, however, this has been adversely affected by online shopping, reflected in the shop vacancy rate of 13% which is the highest in the borough. It also suffers from retail units that have garish, poorly maintained and inconsistent shopping frontages which detract from the otherwise high visual quality of the area. The strategic priority should be the re-occupation of these premises.

The historic fabric remains in place, making a good contribution to the sense of place; reinforced by heritage buildings such as Zeeta House that, together with other buildings at the southern junction of Putney High Street, create a distinct gateway.



The area has excellent public transport, served by Putney Rail Station, the nearby East Putney Underground Station and bus services. The centre, however, is constrained by significant through-traffic running east-west along Upper Richmond Road and north-south along Putney High Street, the mitigation of which would support a move to increased active travel, as well as realising environmental benefits. Heavy traffic, coupled with a lack of planting and narrow pavements along Putney High Street, detract from the local character, and the resulting impacts diminish the quality of the townscape.



Vision

- Transform Putney into a thriving centre for the local communities by reinvigorating the High Street and enhancing the sense of place.
- Provide inclusive and well-connected new public open spaces, which enhance the link between the High Street and the riverside.
- Support a variety of activities in a welcoming urban environment.
- Improve air quality to help safeguard the health of those who live, work and visit Putney.
- Boost active travel by promoting pedestrian and cycling connectivity within the town centre and to the riverside.

Putney enjoys an extensive frontage to the River Thames. Boating premises at Putney Embankment give it a unique character and require protection to preserve their character and the continued recreational use. The attractive setting on the banks of the Thames could be better capitalised on through improved linkages to Putney High Street, creating more integration between the High Street, which is focused on daytime activities, and those on the riverside, which cater more for evening uses.

Putney is a successful office centre, the majority of which is located on the Upper Richmond Road. The extent of provision in this location, however, has been significantly diminished in recent years through residential conversion. There are opportunities for the further enhancement of the centre's office provision, as part of mixed use development or smaller-scale business provision, including co-working and flexible 'touchdown' workspaces.





Putney Area Priorities

People First

- Work in partnership with Positively Putney and other key stakeholders to develop a cultural programme for Putney.
- Support proposals to enhance Putney Library as a multi-purpose hub which supports an increased range of community activities, and which includes the provision flexible and affordable workspaces.
- Work in partnership with key stakeholders to support the high street fund business case.
- Seek to improve connectivity and permeability for pedestrians and cyclists such as what has been achieved at Arch 42.

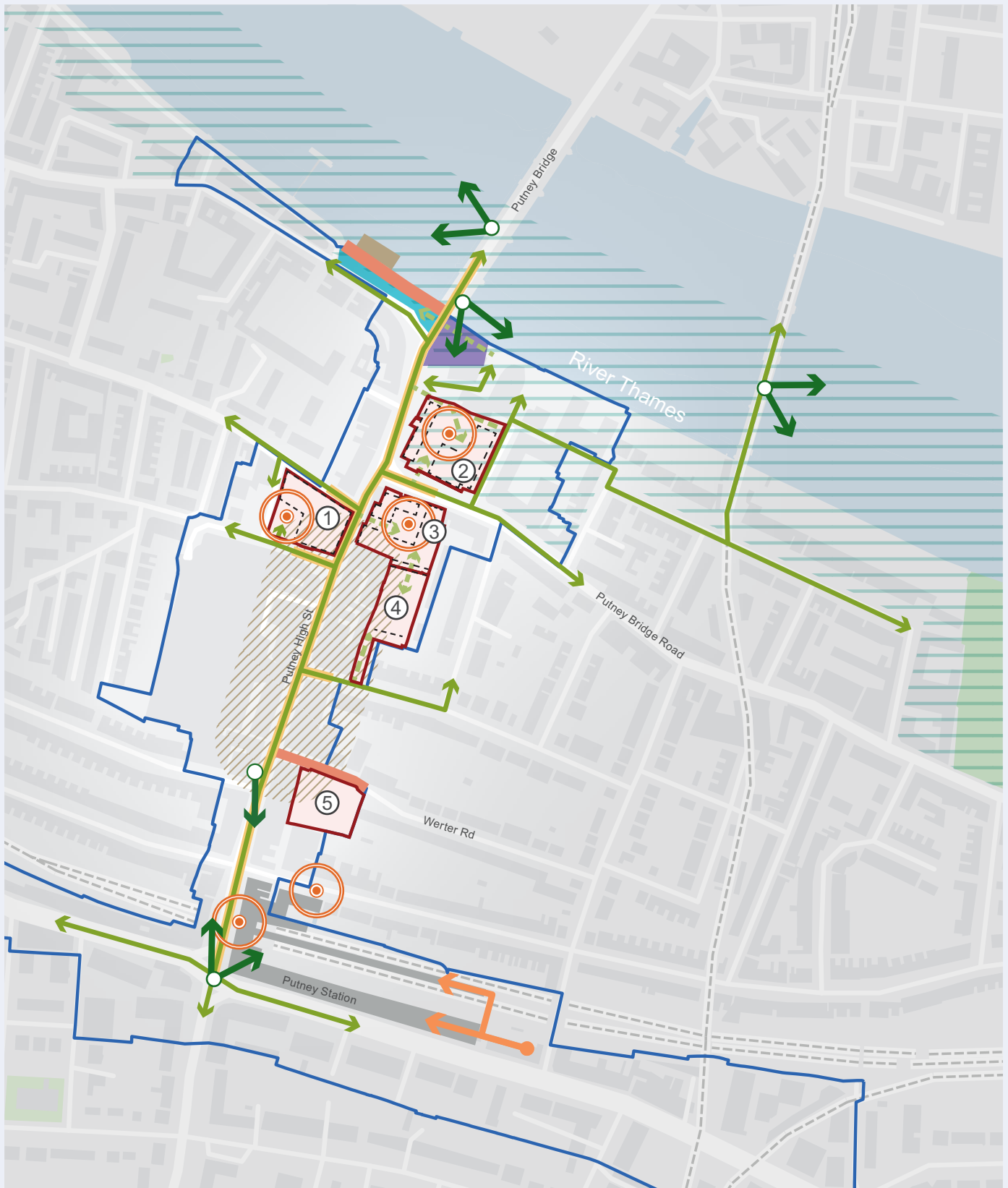
Placemaking

- Where appropriate, development proposals should remove visually unappealing and/or confusing signage to improve legibility and to reinstate the shopfronts, particularly on Putney High Street.
- Development proposals should provide public space that is safely and attractively linked to the surrounding street network.
- Building on the success at Upper Richmond Road, measures that provide new green features, modernise street furniture, and declutter Putney High Street will be supported.

Smart Growth

- To ensure that future growth enhances the unique townscape qualities of the area, the strategy aims to provide at least 189 homes between 2023 and 2038 (in addition to those which will already be completed prior to 2023), and to promote additional growth which enhances existing character.
- Retain a strong retail core within Putney, including the Putney Exchange.
- Putney Wharf and the riverside should be the focus for leisure and night-time economy proposals, particularly for food and drink. All development in this location should make improvements to the public realm to help facilitate connections to Putney High Street.
- Proposals for the mixed use redevelopment of sites containing economic floorspace should fully re-provide and enhance this provision. This should provide affordable workspace.

Putney Area Strategy Map



Public realm and active travel

- Suggested location for new public open space
- Proposed new public open space
- Existing route
- Suggested/ proposed new route
- Active travel enhancement
- Suggested public realm improvement
- Suggested building frontage
- Valued view and vista
- Important Local Assets - restaurants and bars
- Important Local Assets - leisure and water sports
- Public promontory

Growth location

- Site Allocation Boundary
- ① Wereldhave site, 56-66 Putney High Street, SW15 (Ref: PUT1)
- ② Jubilee House and Cinema (Ref: PUT2)
- ③ Corner of Putney Bridge Road and Putney High Street (Ref: PUT3)
- ④ Putney Telephone Exchange (Ref: PUT4)
- ⑤ Sainsbury's Supermarket (Ref: PUT5)
- Main shopping area

Transport infrastructure

- Putney Railway Station
- Potential access improvements to Putney Station

Background information

- Metropolitan Open Land
- Other open space
- Putney Town Centre
- Thames Policy Area

How can you help?

The council is inviting comments from all kinds of local stakeholders, residents, businesses, community and amenity groups, landowners and developers.

As a local expert, we are particularly interested in hearing your thoughts on the Area Strategy for Putney.

To participate, visit [wandsworth.gov.uk/localplanreview](https://www.wandsworth.gov.uk/localplanreview)



What happens next?



The council will review all of the feedback submitted as part of the consultation, and this will help to inform a revised version of the draft Local Plan (known as the 'Publication' version). There will then be a further opportunity to provide comments on that version of the Local Plan, which is expected to be held in the autumn of 2021.

Timetable

1. **Monday 1 March 2021** - Public Consultation on the 'Pre-publication' Draft Local Plan (the current version) ends.
2. **Spring/Summer 2021** - The council analyse and consider the responses from the consultation, which are used to inform a revised 'Publication' Draft Local Plan.
3. **Autumn 2021** - Further public consultation on the 'Publication' Draft Local Plan.
4. **Spring 2022** - The Publication Draft Local Plan and representations received in the consultation are submitted to the Secretary of State, who appoints an independent Planning Inspector to examine the Plan for 'soundness'.
5. **Summer / Autumn 2023** - If the Inspector is satisfied with the new Local Plan, it is adopted by the council and comes into force.

See the full plan and comment online:
[wandsworth.gov.uk/localplanreview](https://www.wandsworth.gov.uk/localplanreview)

