



LONDON BOROUGH OF WANDSWORTH
LOCAL PLAN INDEPENDENT EXAMINATION IN PUBLIC
WRITTEN STATEMENT

MAIN MATTER 6:

PUTNEY

(POLICIES PM5, PUT1 - PUT6)

THURSDAY 17 NOVEMBER 2022

Abbreviations

CAZ – Central Activities Zone

GIS – Geographic Information System

HELAA – Housing and Economic Land Availability Assessment

LIP – Local Implementation Plan

LP – The London Plan

NPPF – National Planning Policy Framework

NPPG – National Planning Practice Guidance

UDS – Urban Design Study

VNEB – Vauxhall, Nine Elms and Battersea

WLP – Wandsworth Local Plan

Is the area strategy and are the site allocation policies for Putney justified by appropriate available evidence, having regard to national guidance, local context, and are they in ‘general conformity’ with the LP?

The Areas Strategies in the Local Plan have been developed using a consistent approach having had regard to national guidance, the London Plan and the local context. Rather than repeating this across each of the Main Matters 3 to 11, this is set out once for the sake of brevity, in a separate Written Statement covering PM2 – PM10 inclusive. Each of the Main Matter statements in relation to each individual Area Strategy will therefore only cover matters of relevant to that place.

The Area Strategy policy (PM5) and Site Allocation policies (PUT1-PUT6) for Putney are justified by appropriate available evidence and have had regard to national guidance, local context and the London Plan.

The primary sources of evidence are as follows:

- [Retail Needs Assessment](#) (SD-041)
- [Urban Design Study](#) (SD-054)
- [Local Implementation Plan](#) (SD-058)
- [Arts and Culture Strategy](#) (SD-065)

The below outlines how the evidence which supports the Area Strategy has been prepared and how it meets the requirements set out in the question.

Introduction

Putney Area Strategy is in accordance with the London Plan and defined by it as a main town centre with a night time economy of more than local significance.

In the case of Putney, the Area Strategy covers the town centre, which is a focus for communities and neighbourhoods around, who rely on it. It is well connected by transportation, including buses and trains, and has a special distinctiveness drawn from its location and heritage. Focusing on this place can bring improvements to the environment and allow people to undertake multiple tasks in one place without the need for excessive travel. Focusing development here helps to protect the specific characteristics of Putney and improve areas in need.

Putney has six allocations made within the Area Strategy, all of which are on, or close to the main Putney High Street. Each of these sites has been assessed through the HELAA

process to provide an overall housing capacity of 203 dwellings, which is reflected in Policy SDS1. Further detail on how each site should come forward is set out within PUT1 – PUT6, and these are set within the context of other policies within the Plan (e.g. LP4, Tall Buildings).

Putney Area Strategy: Local Plan Evidence Base

Alongside its setting within the national framework, the policies and strategy of the London Plan and the Vision and Objectives of the Local Plan, the strategy for Putney responds to its current context and character, which is essential to understand. Any analysis of the context and character for the Plan is informed by the comments to the Plan made by residents and people who know the centre.

In respect of the fourteen place based principles (and resulting 'spider' diagram), Putney performs well on housing choice and the 15-minute neighbourhood, but less well on active travel.

At the current time, Putney can be defined by:

- A historic riverside settling and origins as a river crossing point;
- Its role as a town centre focused on a cross roads;
- Its mixed historic and modern shopping core with concentration of large offices;
- An active cultural and leisure scene with young demographic;
- Excellent public transport links, though compromised by significant though traffic.

Putney High Street is framed by three/four storey period terraces with shops at ground floor and generally well-maintained upper storeys. The retention of architectural details illustrates that the underlying historic fabric remains in place, making a good contribution to the sense of place.

The area enjoys frontage to the River Thames. The grouping of boathouses, boat clubs and chandlers' premises at Putney Embankment give it a unique and unrivalled character. It is internationally famous as the starting place of the University Boat Race. The riverside also offers high-quality public spaces with amenities including seating, planting, cafes and restaurants.

Heavy traffic and a lack of planting detract from the local character. Poor air quality and high noise levels diminish the quality of the townscape for pedestrians and cyclists.

Bearing in mind this character and context, and fitting into the framework established by strategic policy, the Local Plan sets out a distinct and bespoke vision for the centre (and for the Area Strategy):

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

Putney has a particular anchor for change that is shaped to its needs based on its unique circumstances. It has potential for targeted growth that benefits the local communities and enhances the sense of place. New development will bring improvements to the public realm with new civic and open spaces, create better pedestrian connections across the town centre and the riverside, and encourage active travel in Putney, thereby helping to improve the air quality, reduce noise pollution and traffic congestion and support the health and well-being of its communities.

Within the Placemaking policy, PM5, this analysis and direction has given rise to a specific policy response geared towards its future success, couched in the needs of the borough. The main issues arising in PM5 are:

- Views, vistas and tall buildings;
- Public art, public realm and streetscape;
- Heritage improvements;
- Pedestrian and cycle connectivity;
- Supporting town centre economic activity (including night-time).

In this respect, the key evidence in shaping Putney's Area Strategy has been in the Retail Needs Assessment (SD-041), the Arts and Culture Strategy (SD-065), the Urban Design Study (SD-054), and the Local Implementation Plan (LIP, SD-058), but Putney has also had a contributory element in the Thames Tideway project.

The Retail and Leisure Study highlighted the high level of vacancy in Putney Town Centre, above the national average and the highest of the town centres in the borough. It advised the maintenance of a mix between retail and other uses and between day-time and evening uses as a way forward, whilst also recognising the opportunity in taking advantage of the riverside location through environmental improvements which may also bring benefits for non-vehicular movement. Associated with movement and the environment, the LIP recognises issues on Putney High Street with congestion and pollution and points to the latent demand for cycling that may well be deterred by the vehicular dominance. It proposes improvements to the street environment in Putney High Street to improve safety for pedestrians and cyclists using this centre. The Urban Design Study is influential in developing the townscape approach for the centre, recognising the differing characters of the Upper Richmond Road and Putney High Street elements of the whole centre and targeting taller buildings accordingly to enhance the character and support other objectives. It also notes the detrimental elements of overbearing traffic and a compromised public realm, and seeks to address this through a restorative strategy that builds on its strengths and nullifies any weaknesses. Taller buildings are directed towards the existing area on Upper Richmond Road, with a more muted approach nearer the river where existing tall buildings are not seen as a justification for further height given heritage and other townscape considerations.

The Spatial Area Map at 7.1 shows how the different considerations are brought together, with Putney High Street acting as an important spine between those radial transport routes (the railway, Upper Richmond Road) and the Thames frontage and allocated sites acting to strengthen this corridor and the main commercial activities that lie along this corridor. The riverside remains an important feature, but easy and attractive links to it are paramount.

Putney's Area Strategy received no representations of significance during the Regulation 19 consultation.

Are the housing land site allocations in Putney deliverable and do they show how they will contribute to the achievement of the WLP's overall housing requirement of at least 20311 new homes and its timescale for delivery?

The estimated capacity and delivery for the specific housing site allocations is published in the Authority Monitoring Report on Housing and forms part of the unpublished background

information of the HELAA (SD-047) ¹(Please see the footnote below for explanation why this has remained unpublished). The Site Allocation capacity of 180 together with the 23 capacity of other non-allocated sites make up the total housing capacity for Putney as shown in table 2.2 (New Home Distribution) of Policy SDS1. As set out in Policy SDS1, the Council considers that stating the overall capacity for each Area Strategy area, alongside the total capacity for the borough, is the most appropriate strategy for setting out how the borough will meet its housing requirement. Site specific capacities and details of the assessment of housing land site allocations have not been provided in the Site Allocations of the Local Plan or in the HELAA (SD-047) as it is not considered helpful and may prejudice the planning consideration of a site. This is consistent with the Greater London Authority's Strategic Housing Land Availability Assessment (SHLAA) 2017 methodology, and avoids any pre-emption of the planning application process in establishing appropriate built form and densities for sites.

However, for the purpose of assisting the Inspectors on the WLP examination process, the estimated capacity figures, and phasing for each Site Allocation are contained in Appendix 3 to written statement MM2 'Spatial Development Strategy'. Appendix 3 shows the estimated capacity for each site, which form part of the overall housing capacity figure set out in table 2.2 of Policy SDS1.

For sites with pending or approved planning permissions, the assessment of development potential relied on the levels of development identified within the permission, factoring in a probability of deliverability for pending permissions. For other sites, estimates of development potential, suitability, availability and achievability followed the methodology as set out in the HELAA (SD-047), which followed the methodology within NPPG Housing and Economic Needs Assessment 2020.

Estimates for housing potential on sites are derived from the Council's Urban Design Study (UDS) (SD-054), which applies a design-led approach to identifying capacity in accordance with Policy D3 of the London Plan. The methodology used for estimating the development potential is set out in greater detail in the UDS in Appendix H (SD-054). The capacities identified within the UDS are then adjusted, as appropriate, to account for existing residential uses and/or alternative uses anticipated on site, including those contributing to the economic capacity. It is important to note that the estimates derived from the UDS are indicative for the sites without planning permission and do not give a definitive number of units to be provided

¹ The list of sites with capacities were not published to avoid any pre-emption of the planning application process in establishing appropriate built form and densities for sites. This is consistent with the SHLAA methodology.

on site, as the ultimate capacity will be determined by the assessment of a planning application in accordance with the Local Plan.

For each site allocation a judgement was made on whether development on each site is likely to be viable and when it would likely come forward for development. Sources of information supporting this judgement included: (1) The Urban Design Study (SD-054) (2) The Wandle Delta Masterplan, which the Council has adopted as a Supplementary Planning Document (SD-076); (3) Pre-application records (which are confidential); (4) The results from the call for sites consultation; and (5) Knowledge of the site and landowner intentions and propensity to develop the land. (This involves an assessment of the 'history' of development of the site, for example, if it has previous planning applications submitted/approved or any pre-application discussions. Or if there are any known ownership issues that may make it less likely to come forward until resolved). Further review, site by site, of the housing and economic capacity has also been undertaken to account for any changes required as a result of new evidence or policies relating to: (1) Physical constraints based on GIS hazard, constraint and policy layers in the Local Plan (which include flood zone layers, local views, policy areas and protected views); (2) Existing built form and building heights; (3) Existing heritage and sensitivity to growth (based on on-site or adjacent designated heritage assets, and findings of the Urban Design Study); and (4) Ownership, based on known constraints. (This is following the NPPG on HELAA, if there have been any changes to the ownership of the site or legal impediment for development.)

Estimated timescales for housing delivery were assigned to the phases used in the London SHLAA, for comparability: (1) 2019/20–2023/24; (2) 2024/25–2028/29; (3) 2029/30–2033/34; and (4) 2034/35–2040/41. Development phasing was then annualised to each year between 2019/20 and 2039/40 inclusive, to allow for comparison to the proposed Plan period of 2023/24 to 2037/38. Housing delivery phasing details for the Site Allocations in Putney are contained in Appendix 3 to the written statement MM” ‘Spatial Development Strategy’.

On the majority of the Site Allocations, the Council is already in discussion with the landowners, and it would be considered inappropriate to be more prescriptive within the Site Allocations, such as setting out a range of residential units or commercial floorspace to be delivered, as these discussions need to take place with the relevant landowners on a site-by-site basis, informed by discussions such as on site specific circumstances, local needs and viability, to ensure flexibility and effective delivery. Some of the sites represent longer-term opportunities, for key sites due to their siting or size, where the Plan seeks to influence development should they come forward through planning, and it would be unrealistic to specify content at this early stage.