

APPENDIX E

Project website

TEDDINGTON RIVERSIDE



Teddington Riverside

Haymarket Media Group is bringing forward plans to redevelop its Teddington Studios site which is in need of significant investment.

The redevelopment plans have come forward following Pinewood's decision to leave the site next year and Haymarket's intention to create a new UK headquarters in the London Borough of Richmond for their London based staff from Teddington and Hammersmith.

This provides the opportunity for a comprehensive redevelopment of the site and the replacement of the current tired buildings with a new high quality residential development that complements the surrounding area. The redevelopment would also help underpin Haymarket's move and secure their long term future in the Borough.

The residential scheme will provide a significant number of new homes, as well as creating an improved environment which opens up views through the site. Such development would also be more in keeping with the local area than an employment use and help to meet the housing needs of the Borough.

PUBLIC CONSULTATION – PART TWO

Initial exhibitions on the emerging concepts for the site were held in July and the proposals have been worked up further, taking into account views expressed by the local community and feedback from the Council.

This latest exhibitions, at the Landmark Centre on Tuesday 22 October and Wednesday 23 October between 3pm and 9pm, show more detailed plans and explains how the initial proposals have evolved to respond to local consultation. The exhibitions provide another opportunity to comment on the scheme before a planning application is submitted to the Council later this year. Haymarket would welcome your views on the proposals and you can [contact us](#) to provide your [comments](#). You can view the information on display at the exhibition on our [Downloads page](#).

For further information,
please call the Teddington
Riverside Community
Information line on 0845 603
9928 or e-mail [teddington-
riverside@qka.co.uk](mailto:teddington-riverside@qka.co.uk).

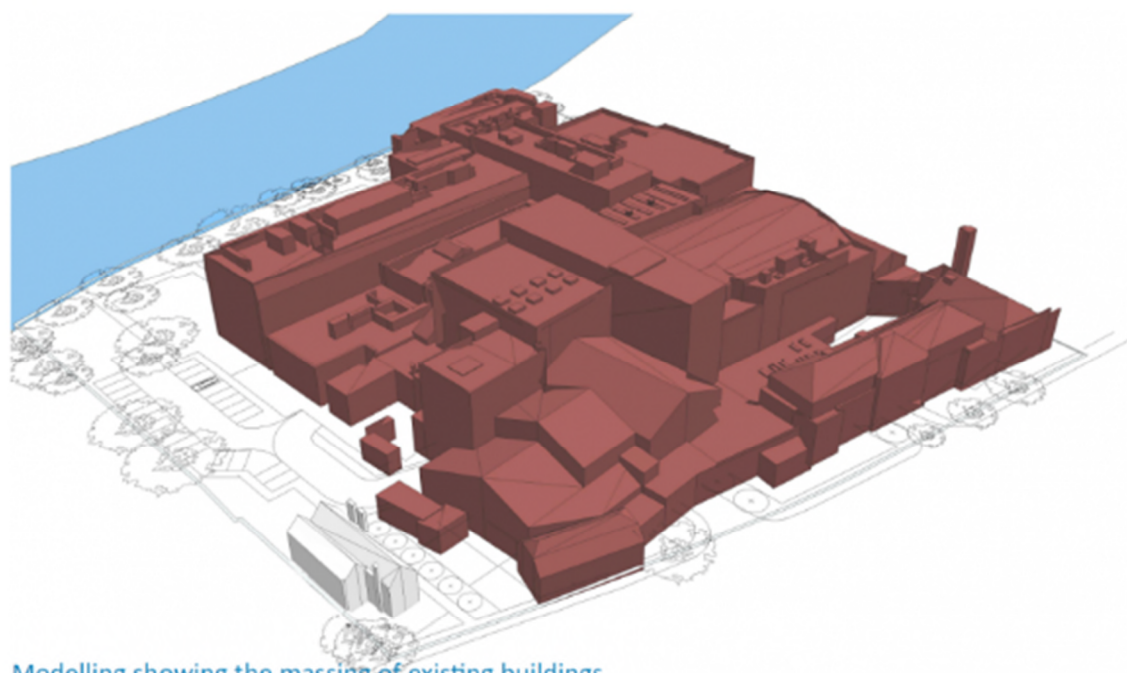
TEDDINGTON RIVERSIDE

The site

Teddington Studios is located on Broom Road. The surrounding area is predominantly residential and part of the site falls within Teddington Lock Conservation Area.



The site is about 4.5 acres in area with all of it comprising either buildings or hard standing with 350 car parking spaces. The existing buildings on the site are of varying styles and heights. The buildings are tired and out of date and the site is generally in need of significant regeneration.



Modelling showing the massing of existing buildings

TEDDINGTON RIVERSIDE

Our Objectives

The key objectives of the redevelopment are to:

- create a residential development which is more in keeping with the residential character of the surrounding area
- improve the environment along Broom Road and open up vistas through the site
- open up public access to the riverside so that local people can enjoy this part of the Thames
- build within the maximum height of the existing buildings
- design high quality architecture and landscaping
- reduce the overall building mass on the site
- ensure a sustainable development
- supply a mixture of new homes for the Borough
- deliver sufficient on site car parking
- recognise the history of the site

The proposals for residential development would be more in keeping with the local area than the existing employment use. Importantly, overall employment will not be lost as Haymarket will remain in the Borough when they relocate.

The proposed residential scheme will help to meet the Borough's housing needs and will also contribute to its affordable housing requirements. Once consultation is complete and the scheme has been fixed, a viability study will be undertaken to determine the level of affordable housing that can be provided, together with the most effective way to deliver it. The options are to provide some on-site, on an alternative site or by way of a financial contribution.



Scheme Evolution

The Teddington Studios site offers a rare regeneration opportunity to vastly improve the immediate environment and enable riverside living.

Layout

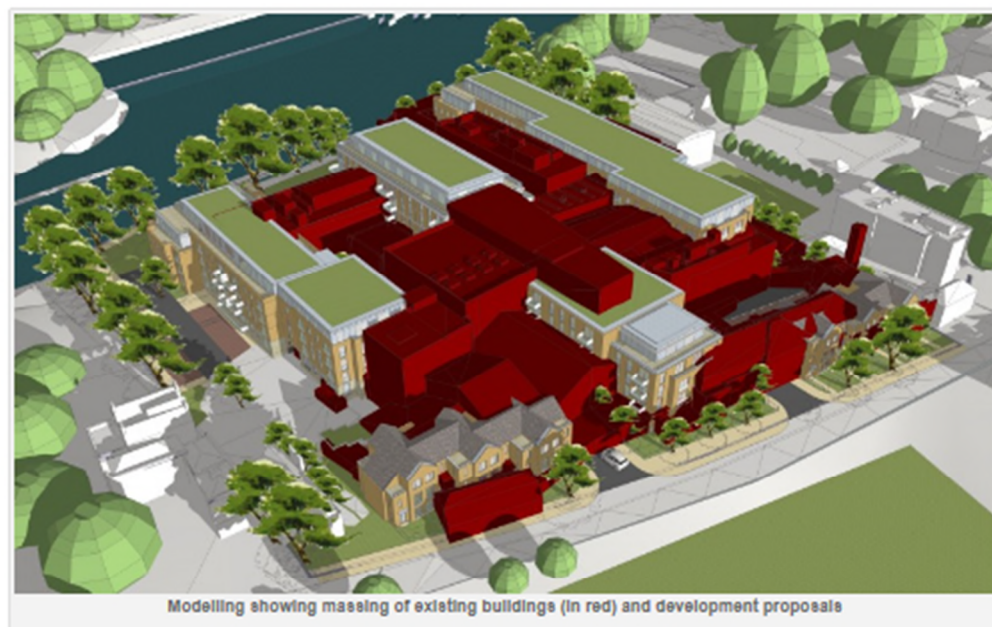
In response to feedback, the three apartment buildings previously proposed have now been replaced with two smaller central buildings flanked by two pavilions.

The three storey townhouses proposed along the Broom Road frontage remain and the new layout will still provide views through the site to the river from Broom Road.



Scale

The form of the development has been revisited and there is a variety of building heights proposed across the site, with buildings generally lower than proposed in the initial plans. The maximum building heights remain below the maximum height currently on the site.



Design

The design has evolved and has contemporary wharf-styled buildings separated by two green fingers which provide views and access to the river culminating in a central open space on the riverside. The buildings have contemporary facades using traditional yellow stock brick and glass with projecting balconies.

Riverside Access

The redevelopment of the site provides a unique opportunity to open up this part of the river to the public for the first time.

Opening up access to the river was one of the most frequently raised issues in the original consultation. The revised scheme layout sets the buildings further back from the river to create more public open space on the river for the local community to enjoy, which can be accessed from Broom Road along two landscaped routes through the site. The river walkway will incorporate the blue plaques from the Studio building to reflect the heritage of the site.



Visual showing proposed riverside amenity space with inset blue heritage plaques

Haymarket's Relocation

The redevelopment proposals at Teddington have come forward following Pinewood's decision to leave the site and the announcement that Haymarket is to create a new UK headquarters in Richmond.

We are in discussions with Richmond upon Thames College and the London Borough of Richmond over the opportunity to base our new headquarters at the College's Egerton Road site in Twickenham. The College and Council currently have aspirations for the comprehensive redevelopment of this site as the current College building is recognised as being unfit for purpose. The vision is to create new buildings and facilities for Richmond College, a new secondary school and purpose built home for Richmond's Clarendon School for special needs.

Our involvement would help to enable the project and create a pioneering Education and Enterprise partnership, providing work experience and internships for students, assistance in the development of the curriculum, as well as access to resources.

In the meantime, Haymarket will temporarily bring staff currently based in Hammersmith to Teddington pending the final move to the new offices in three to four years' time. By 2014, all 1,100 of Haymarket's UK staff will be based in the Borough.

Summary

The scheme has been amended to respond to local feedback and on-going dialogue with the Council. Overall the changes are as follows:

- The overall density of the scheme has been reduced, with the number of homes reducing from 250 to approximately 215;
- The scheme has been generally reduced in both height and mass;
- The buildings are set further back from the riverside and other important boundaries;
- The number of on-site parking spaces has increased;
- The riverside walkway has been expanded and enhanced further to provide an increase in open, green space for the local community to enjoy;
- The new configuration of the apartment buildings opens up the site further and creates more space between the buildings and on the riverside;
- The design has evolved and has contemporary wharf-styled buildings.



Visual showing proposed street scene on Broom Road

Downloads

Here you can download further information regarding the proposals, including press releases and exhibition material.

Press Releases

- [Second Phase of Consultation for Haymarket's Redvelopment Plans - 16 October 2013](#)
- [First Wave of Consultation on Teddington Riverside Proposals – 18 July 2013](#)
- [Pioneering new 'education and enterprise' partnership between RuTC and Haymarket – 3 July 2013](#)
- [Future plans for Teddington Studios following Pinewood's departure – 26 June 2013](#)

Public consultation, part one

- [Exhibition Banners](#)

Public consultation, part two

- [Exhibition Banners](#)
- [Exhibition Leaflet](#)
- [Comment Form](#)



TEDDINGTON RIVERSIDE

Contact

If you would like to get in touch with us or find out more about the proposals, please call the Teddington Riverside Community Information line on 0845 603 9928 or e-mail teddington-riverside@gka.co.uk.

APPENDIX F

Public exhibition banners – July and October 2013

TEDDINGTON RIVERSIDE

WELCOME...

Haymarket Media Group is one of the UK's biggest independently owned specialist media and information companies.



We are proposing to redevelop our Teddington Studios site and are keen to share our initial thoughts on redevelopment and seek the views of the local community.

Following this initial consultation, the proposals will be worked up further, which we plan to share at a future consultation event later in the year. Only then will a planning application be submitted to the Council.



WHY WE ARE BRINGING PLANS FORWARD

We are a major employer in the Borough and have 650 staff based at Teddington Studios, which we have owned since 2004. Pinewood has a lease on part of the site, but has taken the decision to leave when their lease ends next year as demand for older studio facilities such as Teddington continues to diminish. Pinewood has instead maintained its commitment to the studio sector by investing heavily in its Pinewood and Shepperton facilities.

We have been considering our options in light of the departure of Pinewood and the need for significant investment in the site. We have now decided to relocate our London based staff from Teddington and Hammersmith to a new single UK headquarters elsewhere in the Borough, where we have strong links dating back over 30 years.



The departure of Pinewood provides the opportunity for a comprehensive redevelopment of the site and the replacement of the current tired buildings with a new residential development that better reflects the character of the surrounding area. The redevelopment would also help underpin our move, thereby securing our long term future in the Borough.

We anticipate moving to our new headquarters in three to four years' time. In the meantime, our 450 staff currently based in Hammersmith will temporarily relocate to our Teddington site pending the final move.

TEDDINGTON
RIVERSIDE

THE SITE TODAY

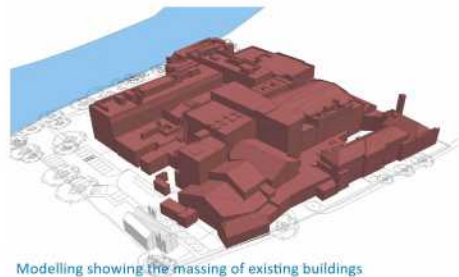
Teddington Studios is located on Broom Road opposite St Mary's University College playing fields and between the Lensbury Hotel and the Anglers public house. The surrounding area is predominantly residential and part of the site falls within Teddington Lock Conservation Area.



The site is 4.5 acres in area with all of it comprising either buildings or hard standing, including 350 car parking spaces. Haymarket currently occupies just over half of the site with 650 staff currently based there. Today there are only about 20 people permanently based on the part of the site that is leased to Pinewood and activity at the studios has reduced significantly over recent years.



The existing buildings on the site are of varying styles and heights. The buildings are tired, out of date and in many cases quite unsightly, such that it is clear the site is generally in need of significant regeneration.



Modelling showing the massing of existing buildings

TEDDINGTON
RIVERSIDE

OUR OBJECTIVES

The redevelopment of the site will help to underpin our move within the Borough. However, any redevelopment of the site has to be justified in its own right and the key objectives that we are seeking through the redevelopment are to:

- o create a residential development which is more in keeping with the residential character of the surrounding area
- o improve the environment along Broom Road and open up vistas through the site
- o open up public access to the riverside so that local people can enjoy this part of the Thames
- o build within the maximum height of the existing buildings
- o design high quality architecture and landscaping
- o reduce the overall building mass on the site
- o ensure a sustainable development
- o supply a mixture of new homes for the Borough
- o deliver sufficient on site car parking
- o recognise the history of the site



TEDDINGTON
RIVERSIDE

OPENING UP ACCESS TO THE RIVER

The site has just over 140 metres of river frontage with views across the Weir, which is in the Conservation Area and dates from 1812. However, as a commercial site, it is not currently open to the public.

We would like to open up access to the river as part of the redevelopment plans and in doing so, provide an opportunity to reflect the history of the site, through the retention of the blue plaques forming part of the riverside walk or the inclusion of heritage information boards.

Opening up public access to the riverside is a major policy aspiration of the Richmond upon Thames Local Plan.



PARKING AND ACCESS

A residential scheme of up to 250 new homes would reduce the overall number of vehicles travelling in and out of the site both in peak periods and across the day. There would no longer be any HGV movements associated with the current commercial uses on the site.

Parking in excess of 1 space per unit would be provided largely underground or under cover of the buildings to avoid parking on the surrounding streets and create more open landscaping on the site. As well as providing adequate car parking, initiatives such as a car club for local residents will be considered.

TEDDINGTON
RIVERSIDE

EMERGING LAYOUT CONCEPTS

The Teddington Studios site offers a rare regeneration opportunity to vastly improve the immediate environment and enable riverside living.

Alternative redevelopment ideas have been assessed against the development objectives and a range of criteria including the proximity of the Conservation Area, the retention of the locally listed cottage and the immediate context of the site and its neighbours, the Lensbury, the Anglers and properties in Ferry Lane.

As a result of these considerations, the concept being evolved comprises a mix of apartments and townhouses. The majority of new homes would be provided in three apartment buildings arranged in three “fingers” which open up views through from Broom Road and across the river. They would be on a north-south axis to allow all of the homes within them to enjoy sunshine and river views. Wider gaps would be provided between the buildings towards the river in order to maximise views and openness.



Emerging layout concepts

TEDDINGTON
RIVERSIDE

BROOM ROAD FRONTAGE

A smaller grain of development could be created adjacent to the Anglers and properties in Ferry Lane, with townhouses that reflect the character of the buildings in Ferry Lane and Broom Road. Further along Broom Road, a stepped 3 or 4 storey apartment building could be provided adjacent to the more eclectic mix of buildings at the boundary with the Lensbury. Both these buildings could flank a green square which would provide the new vehicular and pedestrian access to the scheme beyond.



Alternatively, townhouses could be provided along the entire Broom Road frontage with views through to the river, in order to create a domestic scale of development.



Site options for Broom Road frontage

EMERGING SCALE CONCEPTS

The central apartment finger could be five storeys (16 metres) at either end and could step up by a further two storeys towards the centre, whilst still being lower than the tallest building currently on the site. The two apartment fingers either side could be predominantly 4 storeys in height (13 metres), again stepping up by a further two storeys towards their centre, and may be located between 15 and 20 metres from the site boundary to the east and west.



This form of development would reduce the existing building mass on the site by about a third. The buildings would be generally closer to the river, with the exception of the existing long vacant café, but the current building mass would be moved away from the Broom Road frontage.



TEDDINGTON
RIVERSIDE

EMERGING DESIGN CONCEPTS

It is currently proposed to create a 12 metre gap between the river and the buildings with lawns alongside the public riverside walkway. Nearly all of the trees on site are proposed to be retained with the exception of three. Further planting would however be created to increase the overall number of trees on the site.



It is currently envisaged that the scheme could have a wharf-side character. It would be predominantly brick with recessed window openings and projecting balconies. A range of sustainability initiatives are currently being considered with the new homes.

Working to the development objectives for the site, the current design led concept could accommodate approximately 250 new homes on the site.



Visual showing scheme concept across Teddington Weir



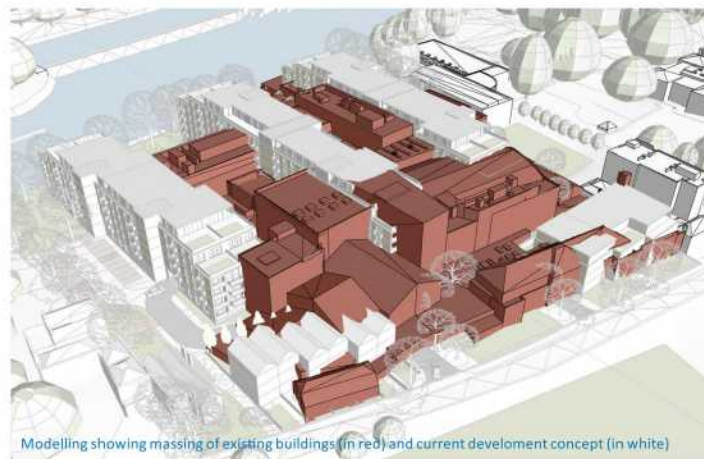
Visual showing existing site across Teddington Weir

TEDDINGTON
RIVERSIDE

CHANGING THE USE OF THE SITE

The proposals for residential development would be more in keeping with the local area than the existing employment use and would also help to meet the housing needs of the Borough. Whilst Haymarket will be leaving the Teddington site, it will remain in the Borough and increase its presence to become the largest employer in the Borough with some 1,100 staff. The Government has recently relaxed planning regulations to allow existing employment buildings to be converted to residential use. Given the location of the site and the state, appearance and layout of the existing buildings, it is considered far better to regenerate the site to provide a new high quality residential scheme.

The site provides the opportunity to deliver a significant amount of housing for the Borough and enable residents and the wider community to have greater access to the riverside in a redevelopment that would far better complement the character of the surrounding area. Once the scheme is fixed, its viability will be assessed to determine the level of affordable housing that can be provided. This could be delivered on site, on an alternative site or by way of a financial contribution. The scheme will also have to make contributions to improving local services such as health and education.



TEDDINGTON
RIVERSIDE

TEDDINGTON RIVERSIDE

WELCOME...

PART TWO CONSULTATION

Haymarket Media Group is proposing to redevelop its Teddington site to provide a high quality residential scheme. Initial exhibitions on the emerging concepts for the site were held in July and the proposals have been worked up further, taking into account views expressed by the local community with feedback from the Council.



This latest exhibition shows more detailed plans and explains how the initial proposals have evolved to respond to local consultation. The exhibition provides another opportunity to comment on the scheme before a planning application is submitted to the Council later this year.



HAYMARKET'S RELOCATION

The redevelopment proposals at Teddington have come forward following Pinewood's decision to leave the site and the announcement that Haymarket is to create a new UK headquarters in Richmond.

We are in discussions with Richmond upon Thames College and the London Borough of Richmond over the opportunity to base our new headquarters at the College's Egerton Road site in Twickenham. The College and Council currently have aspirations for the comprehensive redevelopment of this site as the current College building is recognised as being unfit for purpose. The vision is to create new buildings and facilities for Richmond College, a new secondary school and a purpose built home for Richmond's Clarendon School for special needs.

Our involvement would help to enable the project and create a pioneering Education and Enterprise partnership, providing work experience and internships for students, assistance in the development of the curriculum, as well as access to resources.



Map showing location of Teddington Riverside and Richmond College

The collaboration between the College, School and Haymarket would provide lifelong learning, skills and opportunities for the local community that goes beyond an educational offer. It would engender learning and experiences that will open doors to employment and higher education, together with personal fulfilment and community learning.

In the meantime, we will temporarily bring staff currently based in Hammersmith to Teddington pending the final move to our new offices in three to four years' time. By 2014, all 1,100 of our UK staff will be based in the Borough.

TEDDINGTON
RIVERSIDE

FEEDBACK SO FAR....

At the first exhibition, people were interested in the regeneration of the site and raised a number of common themes. These have been carefully considered to ensure that the details of the revised proposals reflect feedback wherever possible. The main themes were:

- Public access to the riverside is a key benefit of the proposals, it should include more open space and be for both residents and the wider community;
- Provision of adequate on-site parking to reduce any impact on existing parking in the area;
- Potential increase in traffic movements;
- Design and materials were considered to be important given the sensitive location of the site, alongside the river and nearby conservation area;
- The opening up of views through the site from Broom Road to the river was considered important;
- Reduction in the existing height and mass of development on the site;
- It was recognised that the regeneration of the site is important and would result in significant improvement;
- The proposals should recognise the site's heritage.



TEDDINGTON
RIVERSIDE

EVOLUTION OF THE PROPOSED LAYOUT

The scheme layout has been amended in order to improve the relationship of the development with its surroundings and provide more open space especially towards the river.

The three apartment buildings previously proposed have now been replaced with two smaller central buildings flanked by two pavilions. A central piazza helps provide more space within the site.



The two outer pavilions nearest the river have been set back to approximately 16 metres from the riverside. In order to reflect consultation feedback, the central building has been set at approximately 35 metres from the river to create a large, green, open space. The buildings are also set back generally 18 metres from the boundaries with The Lensbury and The Anglers.

The three storey townhouses proposed along the Broom Road frontage are still included to reflect the lower scale to the south and adjacent Conservation Area and reduce in height at the site boundary.

The new layout will still provide views through the site to the river from Broom Road in contrast with the current continuous mass of buildings on the site today.

TEDDINGTON
RIVERSIDE

A VARIED SCALE

The form of the development has been revisited and there is a variety of building heights proposed across the site, with buildings generally lower than the initial plans. The maximum building heights remain below the maximum height currently on the site.



Elevation to River Thames showing proposals with existing building line in red

Furthermore, the proposed buildings will integrate better with the surrounding environment as they now step down to a greater degree towards the river and towards Broom Road so that the development is lower and appears further set back.



Proposed layout showing number of storeys



Original layout showing number of storeys



Modelling showing massing of existing buildings (in red) and development proposals

TEDDINGTON
RIVERSIDE

GREATER ACCESS TO THE RIVERSIDE

The redevelopment of this site provides a unique opportunity to open up this part of the river to the public for the first time. This is a major policy aspiration of the Borough and was one of the most frequently raised issues in the original consultation and the plans.



Visual showing proposed riverside amenity space with inset blue heritage plaques

The revised layout of the scheme, with buildings set further back from the river, has created a much larger amenity area next to the river for the local community to enjoy. This would include a split level area with a mix of hard and soft landscaping with seating for visitors. The riverside can be accessed from Broom Road along two landscaped routes through the site and the river walkway will incorporate the blue plaques from the Studio building to reflect the heritage of the site.



Landscape plan showing proposals for public amenity space

TEDDINGTON
RIVERSIDE

DESIGN EVOLUTION

The design has evolved and has contemporary wharf-styled buildings separated by two green fingers which provide views and access to the river culminating in a central open space on the riverside. The buildings have contemporary facades using traditional yellow stock brick and glass with projecting balconies.



Proposed elevation to Broom Road



Proposed elevation to The Anglers



Proposed elevation to River Thames

TEDDINGTON
RIVERSIDE

IMPROVED ACCESS AND PARKING

The provision of on-site parking was raised at the first consultation and is a key consideration. Whilst the number of new homes has been reduced to approximately 215 units, the number of parking spaces has been increased to 265, which is in line with local planning policy.

In addition, there will be visitor parking and spaces provided for a car club. The majority of the parking will be provided underground in a secure, safe and brightly lit private car park to maximise the opportunity for landscaping across the site and views towards the river.

Traffic surveys have now been carried out to monitor existing vehicle trips to and from the site across the day which can be compared to predictions for future vehicular activity. This shows that the overall number of vehicle trips generated by the site will reduce both at peak times and throughout the day.



Visual showing proposed street scene on Broom Road

AFFORDABLE HOUSING

The proposed residential scheme will help to meet the Borough's housing needs and will also contribute to its affordable housing requirements. Once consultation is complete and the scheme has been fixed, a viability study will be undertaken to determine the level of affordable housing that can be provided, together with the most effective way to deliver it. The options are to provide some on-site, on an alternative site or by way of a financial contribution.

The scheme would also make a significant financial contribution towards education to fund the additional school places needed to support the development as well as financial contributions to support the local infrastructure and other services.

TEDDINGTON
RIVERSIDE

A SUMMARY OF THE SCHEME

The existing tired buildings would be demolished and replaced with a mix of four new buildings comprising a total of approximately 215 new homes. The development will offer a mix of new homes to cater for the needs of the community, including families and people wishing to downsize.



The scheme has been amended to respond to local feedback and on-going dialogue with the Council. Overall the changes are as follows:

- The overall density of the scheme has been reduced, with the number of homes reducing from 250 to approximately 215;
- The scheme has been generally reduced in both height and mass;
- The buildings are set further back from the riverside and other important boundaries;
- The number of on-site parking spaces has increased;
- The riverside walkway has been expanded and enhanced further to provide an increase in open, green space for the local community to enjoy;
- The new configuration of the apartment buildings opens up the site further and creates more space between the buildings and on the riverside;
- The design has evolved and has contemporary wharf-styled buildings.



TEDDINGTON
RIVERSIDE