



Stag Brewery, Mortlake

Outline Car Park Management Plan

On behalf of **Reselton Properties**

Project Ref: 38262/5514 | Rev: B | Date: July 2020

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For and on behalf of Stantec UK Limited				

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1 Introduction

1.1 Background

1.1.1 This Outline Car Park Management Plan (CPMP) has been prepared by Stantec as a revised submission document to the Outline Car Park Management Plan submitted under Applications A and B and C (refs. 18/0547/FUL, 18/0548/FUL and 18/0549/FUL) ('the Applications'), in respect of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT'). The Applications are for the comprehensive redevelopment of the Site. This document has been prepared on behalf of Reselton Properties Limited ('the Applicant'). A summary of the Applications is set out below:

- **Application A** – hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site consisting of:
 - Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
- **Application B** – detailed planning application for the school (on land to the west of Ship Lane).
- **Application C** – detailed planning application for highways and landscape works at Chalkers Corner.

1.1.2 This Outline Car Park Management Plan (CPMP) sets out the principles that will underpin the management of on-site parking within the Development and will form an appendix to the Transport Assessment Addendum (TA) that will support the three linked applications.

1.1.3 A detailed CPMP will need to be agreed with the Council prior to first occupation of the development. The overriding objective of the CPMP is to ensure the effective management of all on-site parking in order to minimise risks associated with potential overspill parking from the development onto surrounding residential roads.

1.2 Planning History

1.2.1 The Applications were submitted in February 2018 to LBRuT. The Applications are related and were proposed to be linked via a Section 106 Agreement. In May 2019, a package of substitutions was submitted to LBRuT for consideration, which sought to address comments raised by consultees during determination. On 29 January 2020, the Applications were heard at LBRuT's Planning Committee with a recommendation for approval. This scheme is thereafter referred to as "the Original Scheme".

1.2.2 The Committee resolved to grant Applications A and B, and refuse Application C. The granting of Applications A and B was subject to the following:

- Conditions and informatives as set out in the officer's report, published addendum and agreed verbally at the meeting;
- Amendments to the Heads of Terms and completion of a Section 106 Legal Agreement which was delegated to the Assistant Director to conclude;
- No adverse direction from the Greater London Authority ('GLA'); and

- No call in by the Secretary of State for Housing, Communities and Local Government.
- 1.2.3 The Applications have been referred to the GLA and the Mayor has given a direction that he will take over the determination of the Applications and act as local planning authority in relation to all three applications.
- 1.2.4 The Applicant has engaged with the GLA in respect of the proposed amendments to the scheme, referred to throughout this document as the 'Revised Scheme'. As a result of these discussions, a number of changes have been made to the scheme proposals which are summarised as follows:
- Increase in residential unit provision from up to 813 units (this includes the up to 150 flexible assisted living / residential units) to up to 1,250 units;
 - Increase in affordable housing provision from 17% to 30%;
 - Increase in height for some buildings, of up to three storeys compared to the Original Scheme;
 - Change to the layout of Buildings 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
 - Reduction in the size of the western basement, resulting in an overall reduction in car parking spaces of 186 spaces and introduction of an additional basement storey beneath Building 1 (the cinema);
 - Other amendments to the masterplan including amendments to internal layouts, re-location and change to the quantum and mix of uses across the Site, including the removal of the nursing home and assisted living in Development Area 2;
 - Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and
 - Associated highways works may be carried out on adopted highways land.
- 1.2.5 The submission documents have tested an affordable housing provision of 30%. However, it should be noted that the final affordable housing level is subject to further viability testing and discussions with the GLA.
- 1.2.6 Minor amendments have also been made to the road and pedestrian layouts for the school (Application B). No other amendments are proposed to Application B. No amendments are proposed to the physical works proposed under Application C, although alternative options within the highway boundaries for mitigating the highway impact of the amended proposals have been assessed within the relevant substitution documents for Applications A and B and are the subject of ongoing discussions with the GLA and TfL.
- 1.2.7 A more detailed summary is included within the Transport Assessment Addendum submitted with the Revised Scheme documents
- 1.2.8 These changes are being brought forward as substitutions to Applications A, B and C (refs. 18/0547/FUL, 18/0548/FUL and 18/0549/FUL), which are related applications (to be linked via a Section 106 Agreement).
- 1.2.9 It is important to note that no changes are proposed to the physical works proposed under Application C – the only change to this application is that the supporting documents (which include all documents submitted under Applications A and B) have been updated in the context of the proposed changes to the scheme as sought under Applications A and B.

Application C was resolved to be refused by LBRuT at Committee on 29 January 2020. As a result, whilst the works proposed in Application C are still an available option, the Applicant has progressed alternative approaches for addressing and mitigating the impacts on surrounding highways, and these have been tested within the relevant substitution documents for Applications A and B. All of these options are subject to ongoing discussions and testing with TfL. They are all within the existing highway boundaries and if agreed would not, in themselves, require planning consent.

1.2.10 Accordingly, Application C remains 'live' within this substitution package.

1.3 Context

1.3.1 The former Stag Brewery Site is bounded by Lower Richmond Road to the south, the River Thames and the Thames Bank to the north, Williams Lane to the west and Bulls Alley (off Mortlake High Street) to the east. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large-scale industrial brewing structures, large areas of hardstanding and playing fields.

1.3.2 The location of the site is illustrated in Figure 1.1.

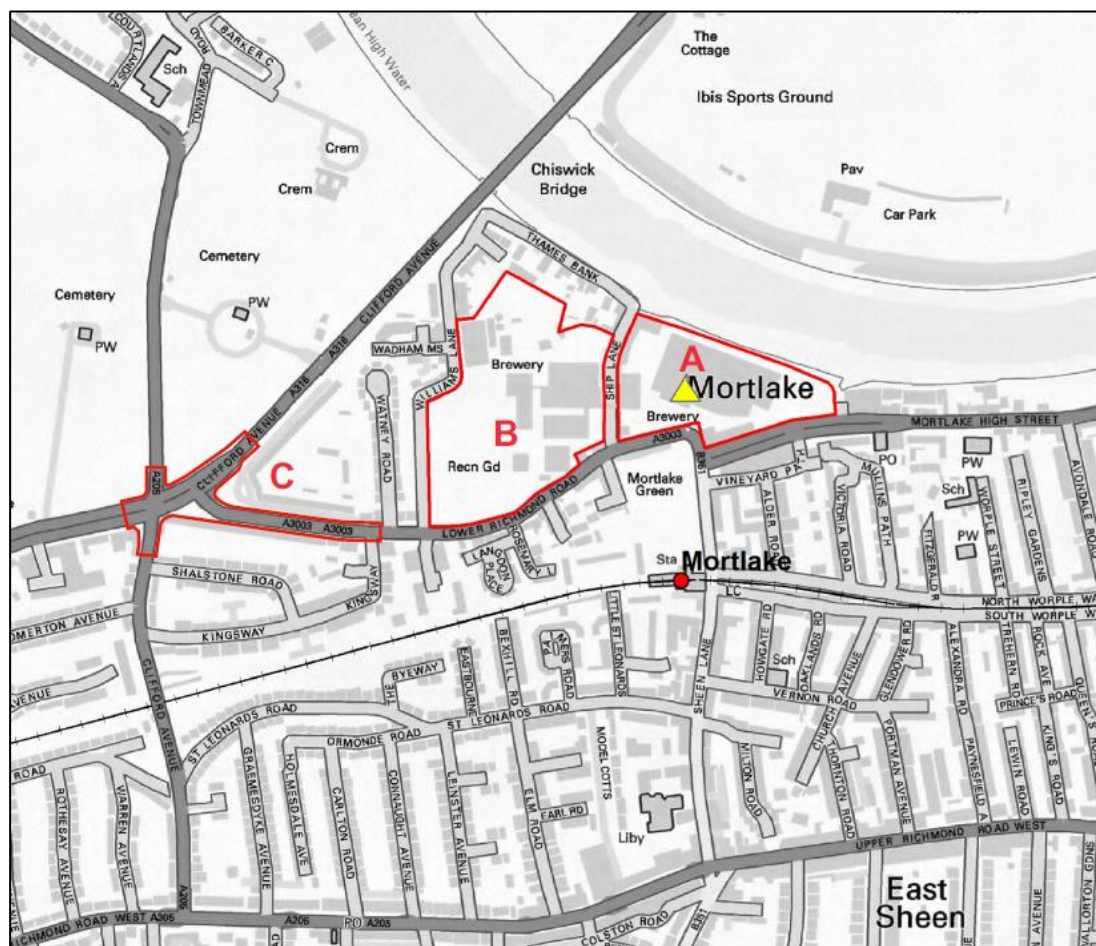


Figure 1.1 Site Location

1.3.3 The proposed redevelopment will provide homes (including affordable homes), complementary commercial uses, community facilities, a new secondary school alongside new open and green spaces throughout. Associated highway improvements are also proposed, which include works at Chalkers Corner junction.

- 1.3.4 The CPMP only relates to the Residential and Commercial since it is considered that the school will be responsible for managing its own on-site parking which in any case is limited to just 15 spaces and so does not merit any detailed parking management arrangements.
- 1.3.5 It is anticipated that a detailed CPMP will need to be agreed prior to the first occupation of the development and that this will be secured by way of a Planning Condition.
- 1.3.6 The remainder of the document is set out as follows:
- **Chapter 2** sets out the detailed car parking proposals, including number of spaces, their allocation between the different uses, their location and general means of access; and
 - **Chapter 3** identifies the main elements of the CPMP and the key principles that will guide the final plan which will need to be approved by the Council.

2 Details of Parking

- 2.1.1 The TA addendum, April 2020 sets out full details of the proposed parking to support the development and the associated parking strategy that will guide the use of this parking.
- 2.1.2 The parking strategy for the Site seeks to provide an appropriate balance between ensuring that not too much parking is provided such that parking availability would encourage residents and visitors to use a car as the mode of first choice and providing too little with a potential for parking associated with the development to overspill onto the surrounding residential streets. The proposed parking provision for both the residential and non-residential elements of the development has been calculated in accordance with the standards set out by LBRuT, TFL and the GLA. The proposed parking provision is less than the maximum LBRuT and TfL standards for the location and in accordance with GLA standards.
- 2.1.3 The parking for the Site will essentially be provided within two underground car parks, one to the east of Ship lane serving the development within the detailed application, and one to the west serving the private housing within the Outline application. Parking for the school is provided within the school plot. Figure 2.1 identifies the location of the two car parks and the three entrances. A copy of the car park layouts is provided in Appendix A (Drawing 38262/5514/015 and 38262/5514/016).

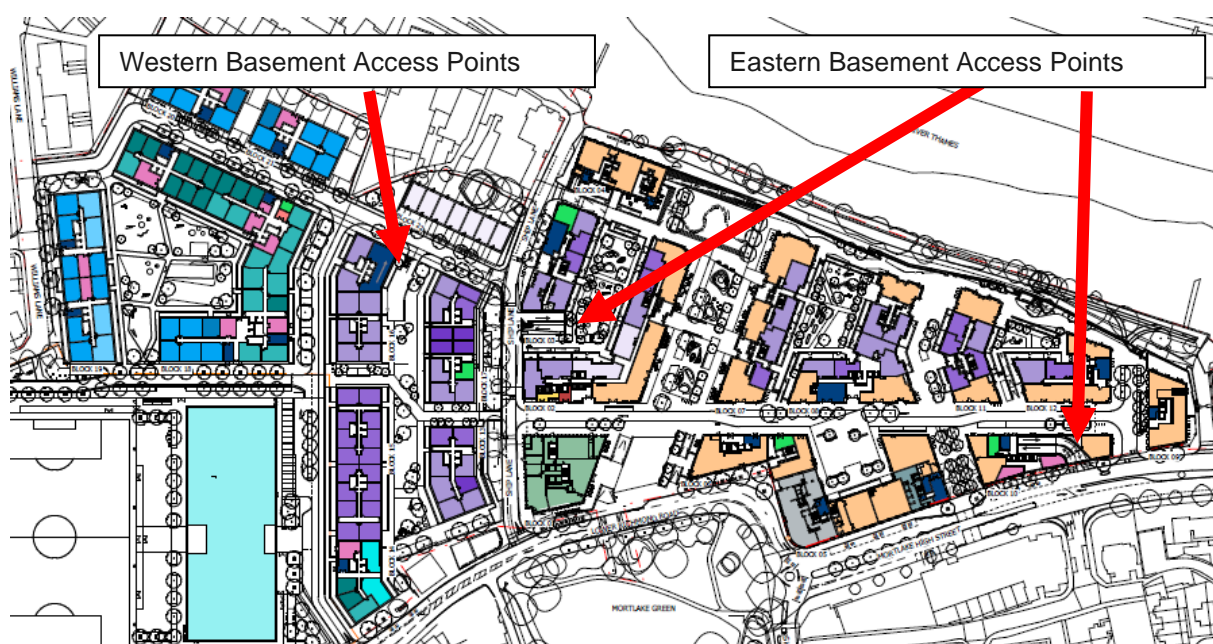


Figure 2.1 Site Access Points and Car Park Entrances

- 2.1.4 Overall, a total of 408 parking spaces are proposed within the Eastern car park. Figure 2.2 shows the layout proposed for the car park which provides the following:
- Residential Parking Spaces - 330 (18 Disabled spaces)
 - Non-Residential Spaces - 78 (8 Disabled)

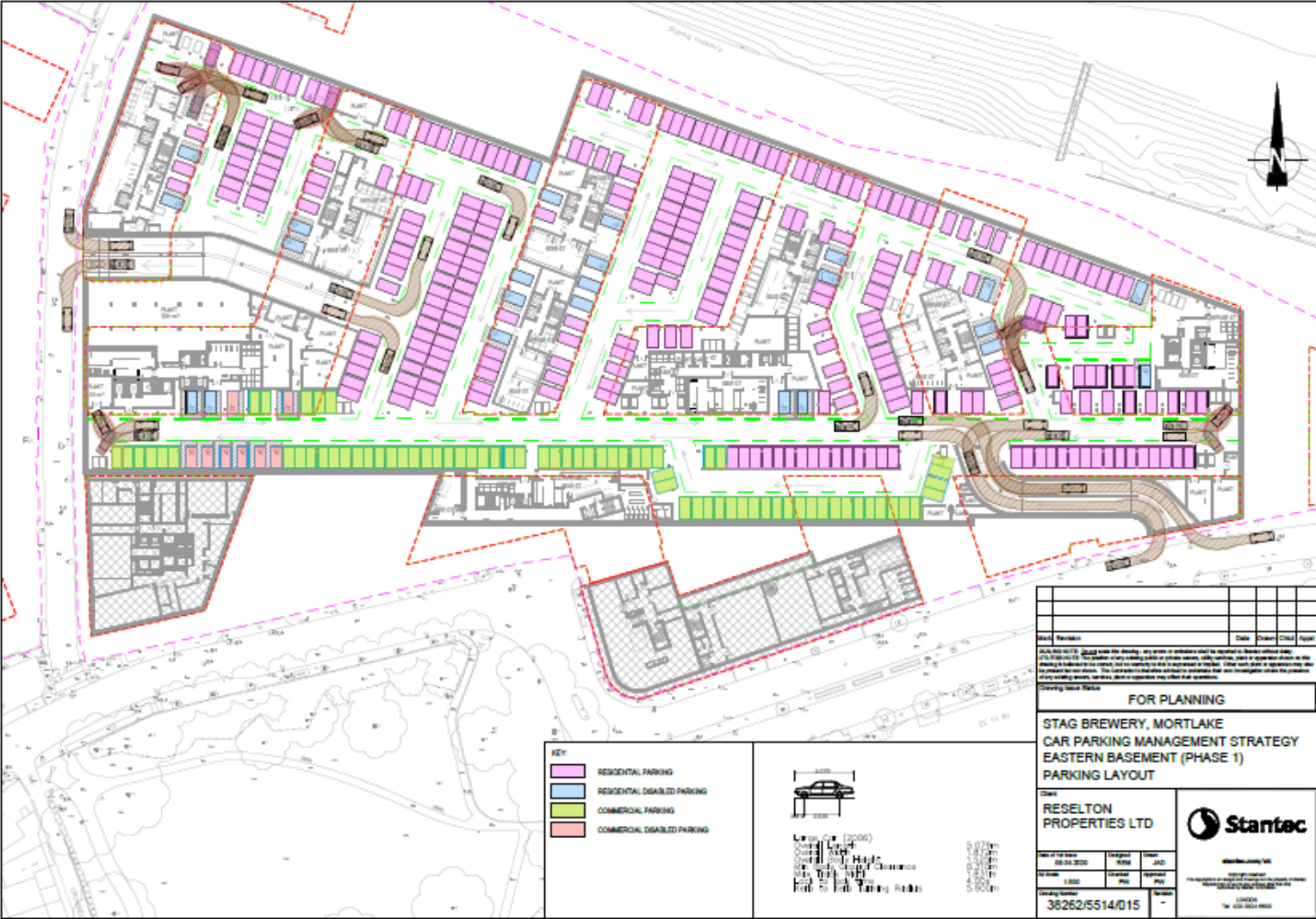


Figure 2.2 Eastern Car Park Layout

2.1.5 As the western side of the development is outline, the Masterplan is indicative and currently shows that the western car park could provide 70 spaces. It is anticipated that these would be as follows:

- Residential Parking Spaces - 70 (24 Disabled spaces)

2.1.6 The layout of the western car park is shown below.



Figure 2.3 Western Car Park Layout

3 Proposed Parking Management Plan

3.1 Objectives

- 3.1.1 The overriding objective of the CPMP is to ensure the effective management of all on-site parking in order to minimise risks associated with potential overspill parking from the development onto surrounding residential roads. It will also be important to ensure that vehicles accessing the car park do not cause problems on the public highway, for example queuing at the access points. In addition, it will be important to ensure that the car park operates well from the perspective of users, both residents and visitors and that there are mechanisms in place to ensure that any problems that do occur can be detected and rectified.
- 3.1.2 It is anticipated that the CPMP will be managed by the overall Estate Management Team.
- 3.1.3 In order to achieve the objectives of the CPMP, it will be important that there is close coordination between the management and operation of the CPMP and of the various Travel Plans that seek to encourage uptake of sustainable travel modes. To that end it is anticipated that the Manager of the CPMP would attend the regular Steering Group Meetings of the Stag Framework Travel Plan (FTP).
- 3.1.4 It is anticipated that the CPMP will cover a number of aspects that will contribute to the overall effectiveness of the management arrangements, including design, charging and enforcement. The following elements will need to be covered by the detailed CPMP:
- Allocation of residential parking permits;
 - Charges applied to non-residential parking;
 - Methods of payment;
 - Means of control to enter and leave the car park;
 - Signage, including internal and external signs;
 - Enforcement
 - Monitoring utilisation of residential and non-residential car parking spaces, including disabled spaces and spaces with electric charging points
 - Review of the CPMP to ensure it appropriate for the intended use as the Site becomes operational;
 - Preparation of annual monitoring reports to be made available to the Council;
 - Communication on parking matters with the Stag Community to include both residents and non-residents;
 - Day to day management of the non-residential parking spaces; and
 - Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces.
- 3.1.5 The more detailed principles relating to each of the above elements are set out below.

Allocation of Residential Parking Permits

- 3.1.6 It is anticipated that for the western car park spaces residents will be offered the opportunity to acquire a space on a long lease. Individual spaces will be allocated to individual apartments. The landlord will however, retain the right to temporarily relocate car space demises within the car park through the terms of the lease.
- 3.1.7 Except for the designated disabled parking spaces, these will be sold on a first come basis.
- 3.1.8 Should demand exceed supply then the Management Company will establish a waiting list and will facilitate transfer of ownership should spaces as they become available.
- 3.1.9 Any unsold residential permits can be used to supplement the non-residential parking spaces, subject to the approval of the Council.
- 3.1.10 Designated disabled spaces will only be allocated to designated wheelchair accessible units.

Charges applied to non-residential parking

- 3.1.11 It is anticipated that the non-residential parking spaces will not be allocated to a particular end user. If any spaces are to be allocated to specific end users eg. the office, then this would be agreed beforehand with the Council.
- 3.1.12 Details of penalty charges for overstay or for inappropriate parking will also need to be considered.
- 3.1.13 The Council will be informed of the proposed charging regime which will generally aim to discourage long stay use (more than four hours).

Methods of payment

- 3.1.14 Details to be confirmed prior to opening. This will most likely take the form of pay and display although the potential for other technology systems e.g. pay by phone will be considered.

Means of control to enter and leave the car park

- 3.1.15 To be agreed with the Council prior to opening but will be designed to ensure that any risk of cars queuing back onto the public highway and in particular onto Mortlake High Street, are minimised.

Signage, including internal and external signs

- 3.1.16 Internal signage will need to ensure that the location of spaces for visitors is clear. Exits from the car parks will also need to be clearly marked. The need for real time signage will need to be considered, including potentially providing signage to identify empty spaces. The need to sign electric charging points will also need to be considered.
- 3.1.17 Internal signage will also need to cover pedestrians and cycles. This will need to include locations of any pay and display machines for non-residential spaces, pedestrian exits and the location of any visitor cycle parking.
- 3.1.18 External signage strategy will include the potential locations for direction signs and the possible need for variable message signs (VMS).

Enforcement

- 3.1.19 The enforcement strategy will need to cover both parking incorrectly within the car park e.g. visitors using resident's spaces and inappropriate use of disabled spaces, as well as overstay.
- 3.1.20 As stated above, consideration will need to be given to penalty charges and the mechanism for enforcing such penalty charges, including the appeals mechanism.
- 3.1.21 Linked to the above there will be a need to ensure that residents and visitor spaces are clearly marked and to consider possible physical measures to protect residents parking.

Monitoring utilisation of residential and non-residential car parking spaces (including disabled spaces and spaces with electric charging points)

- 3.1.22 A monitoring regime will be agreed with the Council which will take place upon occupation. This will record the number of residential spaces that have been sold/leased, including the number of disabled spaces and will provide an overview of the use of the non-residential spaces.

Preparation of annual monitoring reports to be made available to the Council

- 3.1.23 Format to be agreed with the Council prior to occupation. The information will also feed into the Travel Plan monitoring reports.

Communication on parking matters with the Stag Community to include both residents and non-residents

- 3.1.24 Details of how this will be achieved to be set out prior to occupation

Day to day management of the non-residential parking spaces

- 3.1.25 Management measures will be identified that will aim to ensure that overspill parking does not occur onto external road network and to minimise risks of queuing on the public highway

Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces

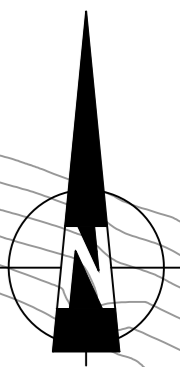
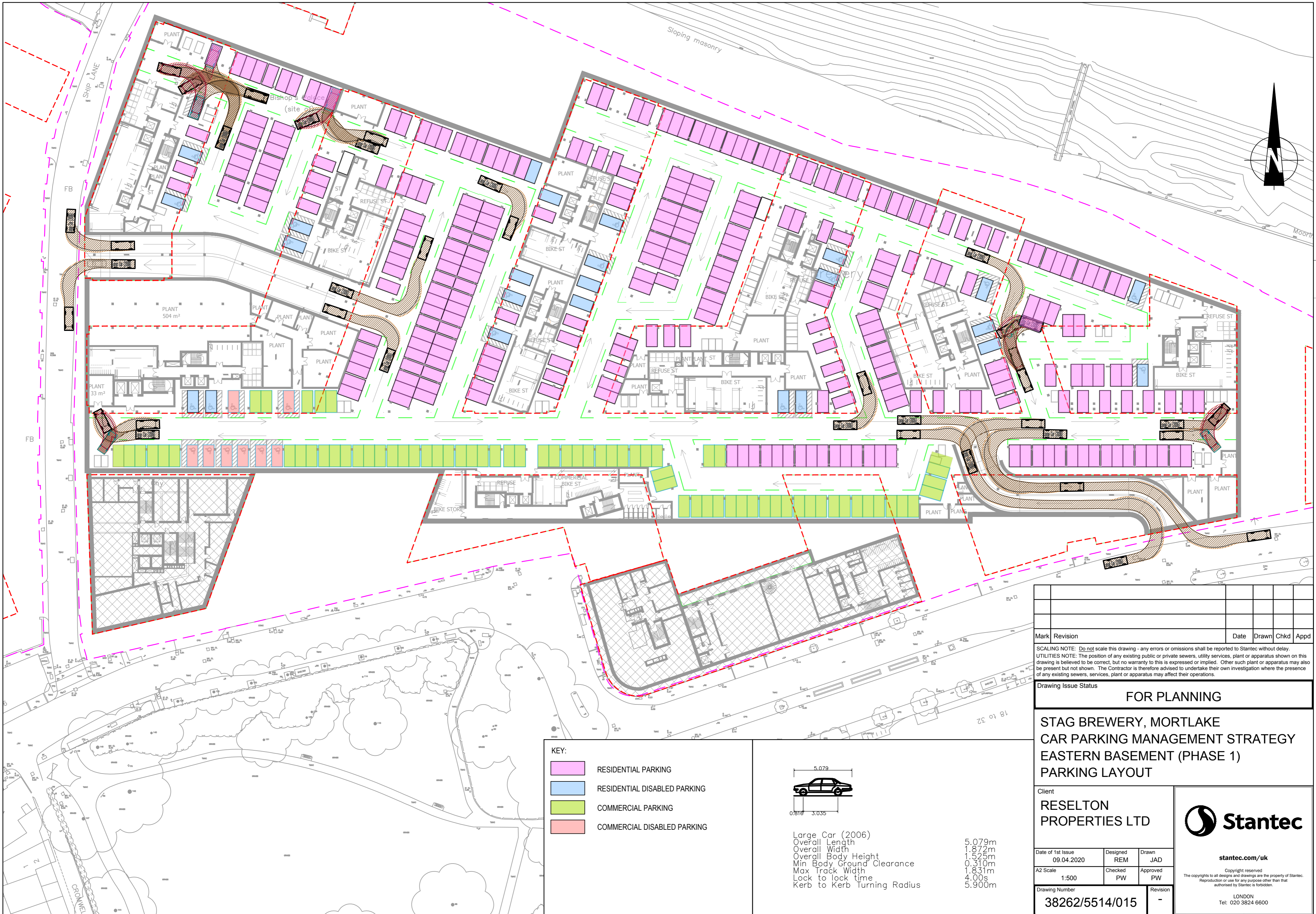
- 3.1.26 Measures will be identified that will make it easier for visitors to plan their trip to the Site. This will include information to be provided on the Website regarding access and charging and the general availability of parking.
- 3.1.27 If available, options for pre booking parking will also be provided.
- 3.1.28 The information will seek to discourage people from visiting the Stag by car at busy times without pre booking.

Parking Surrounding the Development

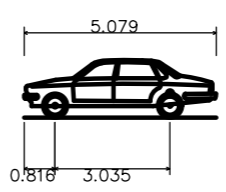
- 3.1.29 There will be restrictions for residents and staff within the development to be able to apply for on-street parking / business parking permits. This will include any new CPZ which is introduced in the future, which the developer has agreed to fund.

- 3.1.30 In addition, there will be three car club spaces provided on Ship Lane that will be available to the general public.

Appendix A Car Park Layout



- KEY:**
- RESIDENTIAL PARKING
 - RESIDENTIAL DISABLED PARKING
 - COMMERCIAL PARKING
 - COMMERCIAL DISABLED PARKING



Large Car (2006)
 Overall Length 5.079m
 Overall Width 1.872m
 Overall Body Height 1.525m
 Min Body Ground Clearance 0.310m
 Max Track Width 1.831m
 Lock to lock time 4.00s
 Kerb to Kerb Turning Radius 5.900m

Mark	Revision	Date	Drawn	Chkd	Appd

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Drawing Issue Status
FOR PLANNING

**STAG BREWERY, MORTLAKE
 CAR PARKING MANAGEMENT STRATEGY
 EASTERN BASEMENT (PHASE 1)
 PARKING LAYOUT**

Client
**RESELTON
 PROPERTIES LTD**

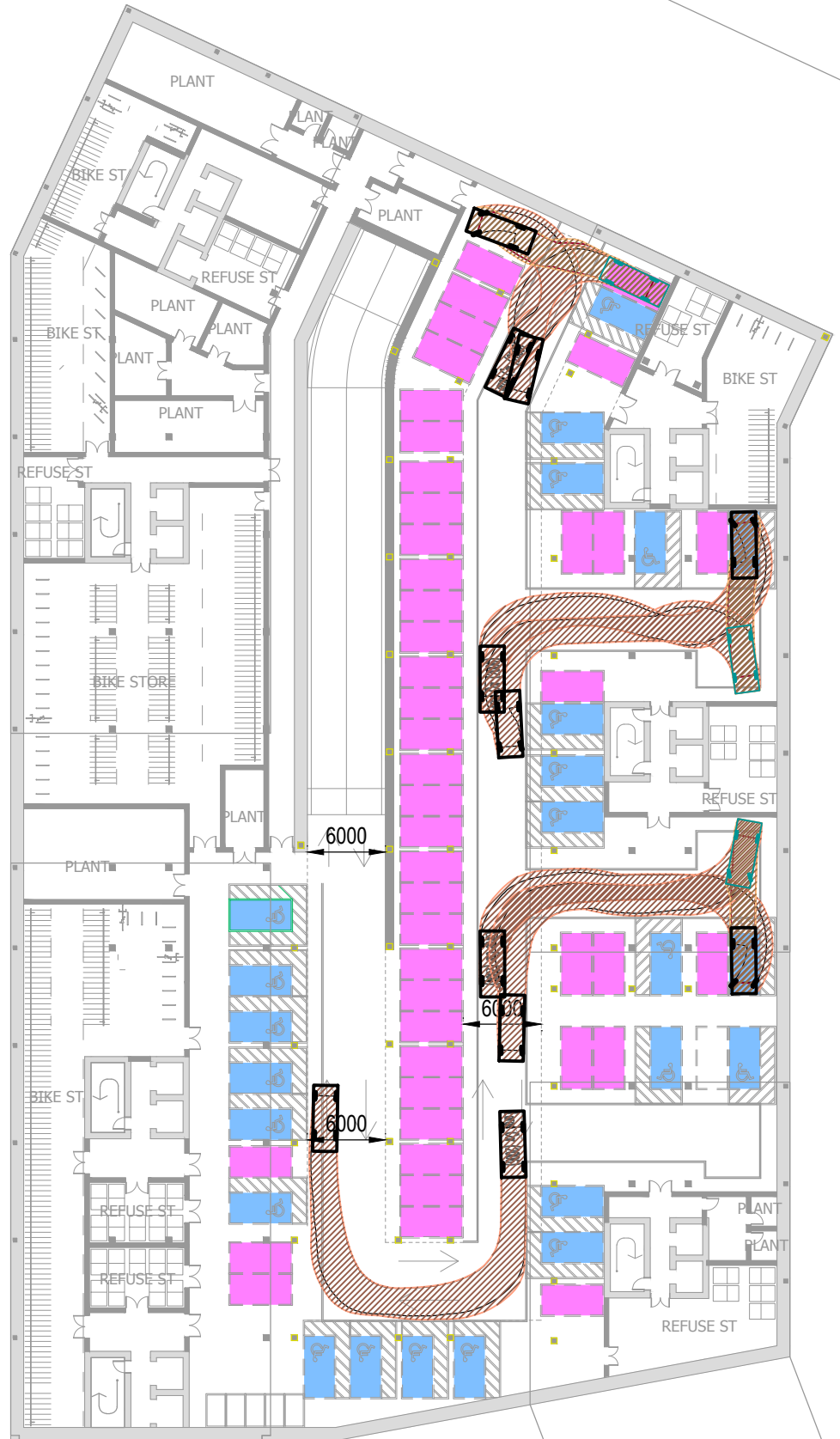


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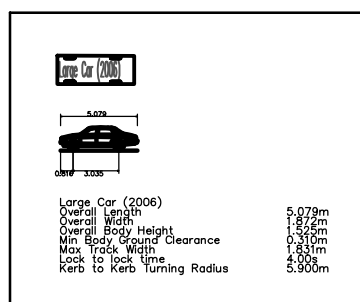


KEY:



RESIDENTIAL PARKING

RESIDENTIAL DISABLED PARKING



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Drawing Issue Status
FOR PLANNING

**STAG BREWERY, MORTLAKE
 CAR PARKING MANAGEMENT STRATEGY
 WESTERN BASEMENT (PHASE 2)
 PARKING LAYOUT**

Client RESELTON PROPERTIES		
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Drawing Number 38262/5514/016	Revision -	

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