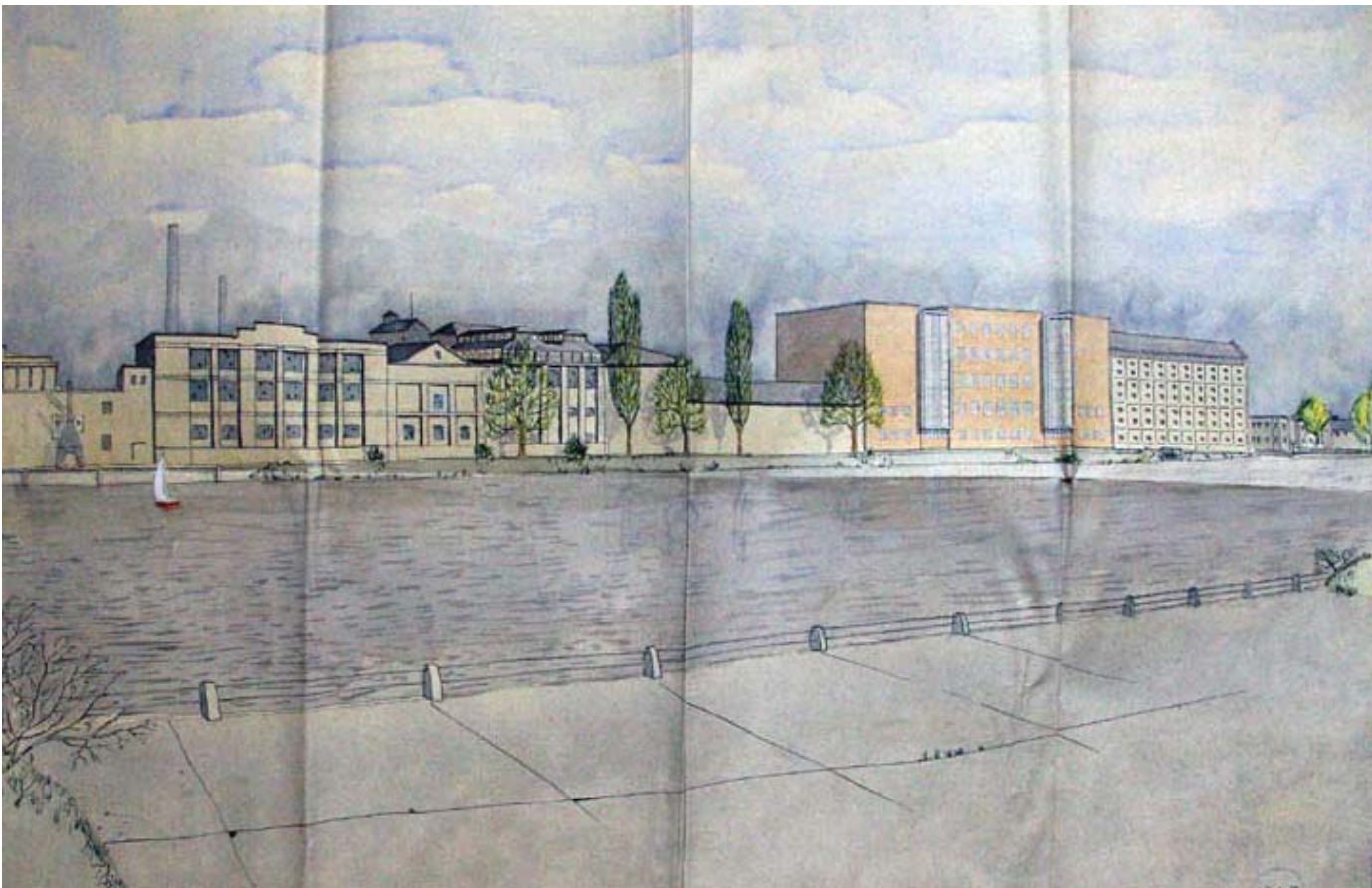


1902 drawing of Maltings elevation and adjoining silo building



1954 Perspective view of new building



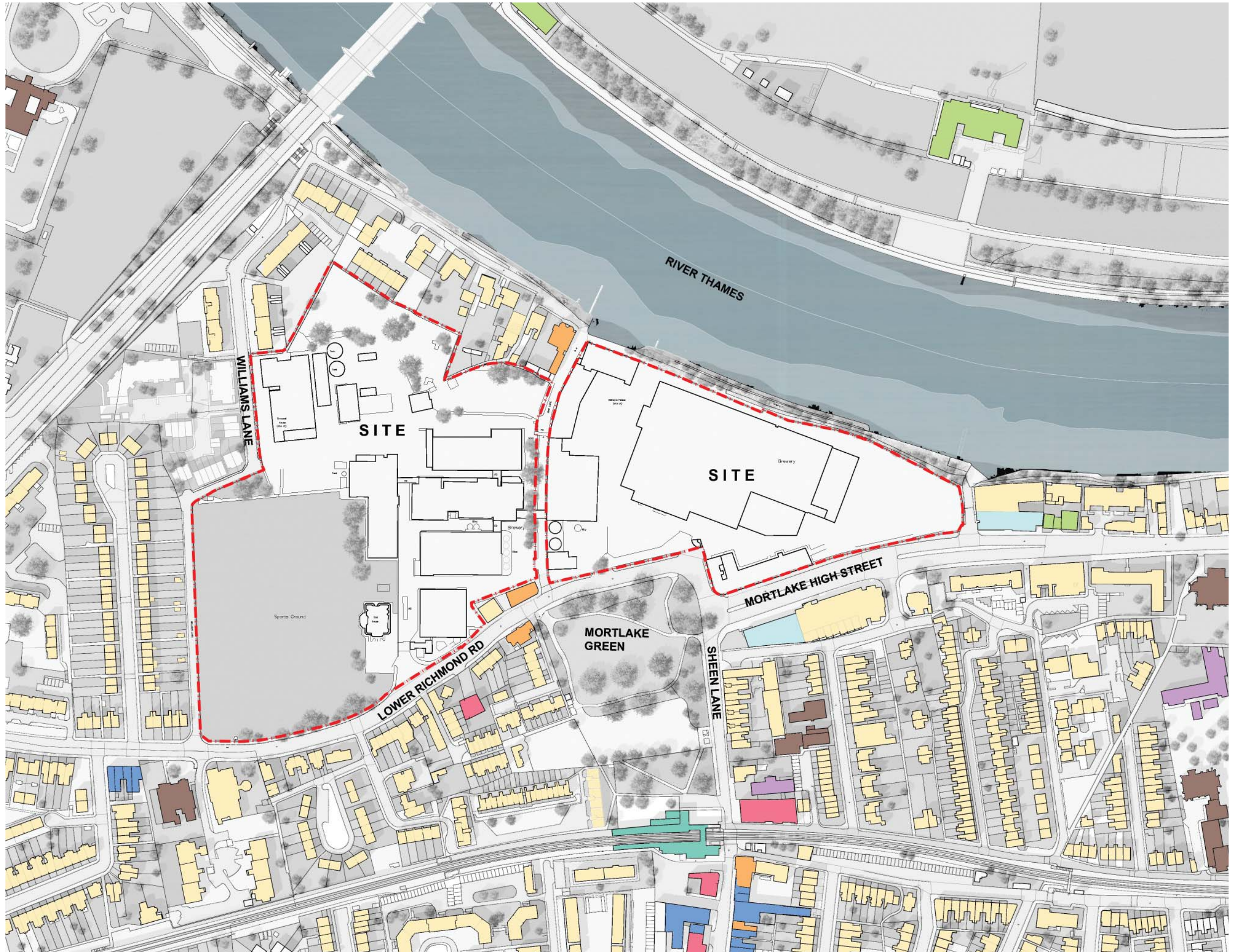
1937 view of site



1972 view of site showing mid 20th Century building to East of maltings building

KEY:

- Residential
- Office
- Train Station
- Shop
- Leisure
- Community/ Church
- Garage/ Light Industrial
- School/ Nursery
- Pub/ Restaurant



1935 OS Map

2.7 Existing Context Land Use and Amenities

2.7.1 The Site surroundings contain a diverse mix of land uses including light industrial, education, retail and primarily residential. The majority of light industrial use within Mortlake is concentrated within the existing Site, however there are a few other scattered sites in the vicinity.

2.7.2 The Site is within 5 minutes walking distance of Mortlake Station, which sits on the Southern edge of Mortlake Green. A cluster of retail and other community amenities can be found walking another couple of minutes South of the Station along Sheen Lane. There is a primary school, Thompson House, also on Sheen Lane and a GP surgery further down this road.

2.7.3 More extensive public amenity is provided in nearby Richmond and East Sheen – which can both be easily reached by public transport.

2.7.4 Mortlake Green and the towpath along the River Thames provide easily accessible landscape amenity. Various landscape amenities are accessible in the wider context including the following:

- Dukes Meadows
- East Sheen Common
- Barnes Common
- Richmond Park
- Kew Gardens

2.7.5 A full assessment of the existing socio-economic conditions is provided in the Environmental Statement, identifying the current education, health and other facilities in the local context.



Distribution of landscape amenity

The urban grain of the site and surrounding area has largely been defined by the development of the existing routes through the area. These have been informed by the historic traffic and waterway routes that have evolved over the last three centuries. The maps opposite explain the historical development of the streetscape configuration.

Prior to 18th Century

Prior to the 18th century, records describe that a manor house –the ‘Bishop’s Palace’ - occupied part of the site to the East of Ship Lane. Built as early as 1099, the house was used by the Archbishops of Canterbury who were the Lords of the Manor until it was granted to Thomas Cromwell in 1536. A second large Medieval house that was occupied and named after Thomas Cromwell (Cromwell House) was located in the north-western portion of the Site.

18th Century

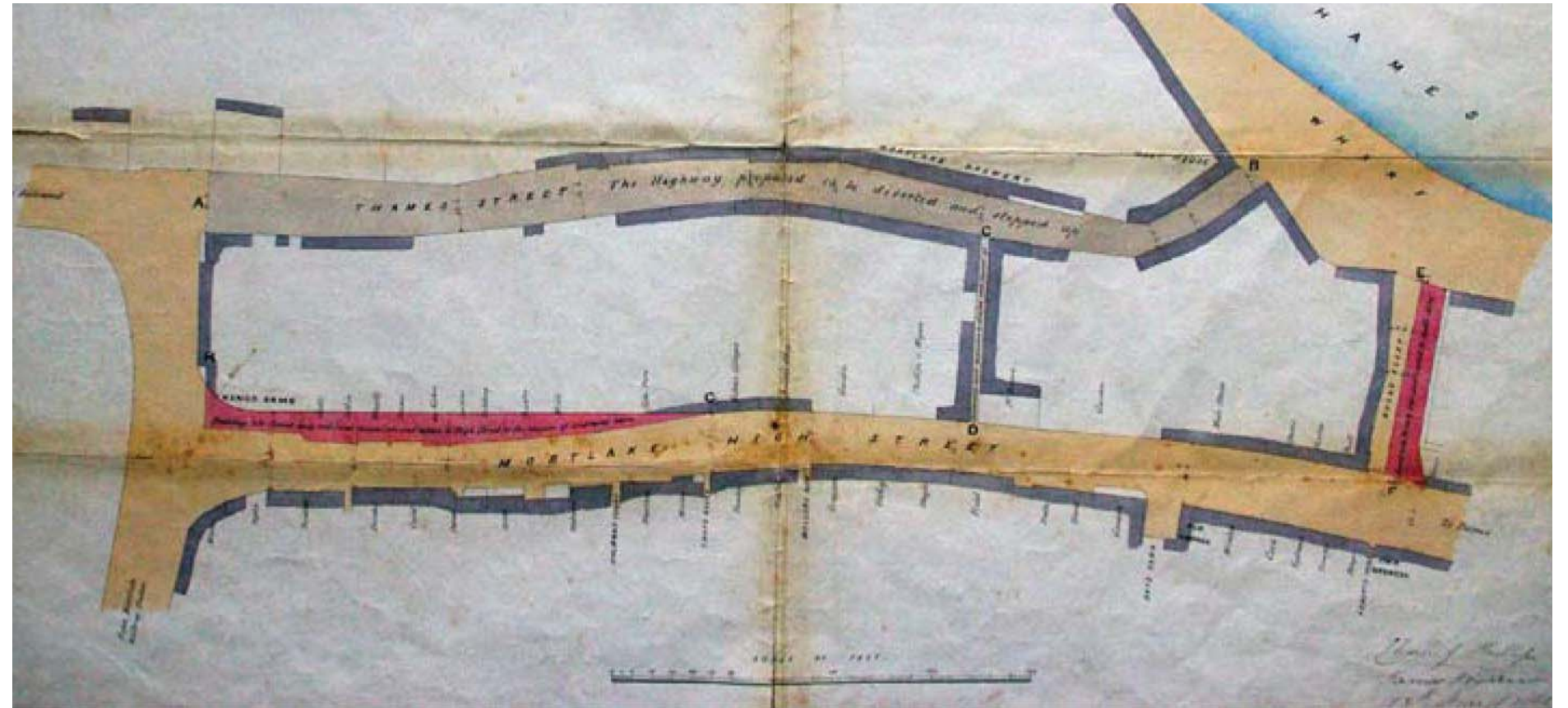
It is believed that the Bishops Palace was demolished in the early 18th century and Cromwell House had become ruinous and surrounded by a number of additional buildings as well as a series of routes including one that would seem to align with Lower Richmond Road. The immediately surrounding buildings are recorded as having been used as breweries. Ship Lane appears to have existed as a route of access to the River Thames.

Early – mid 19th Century

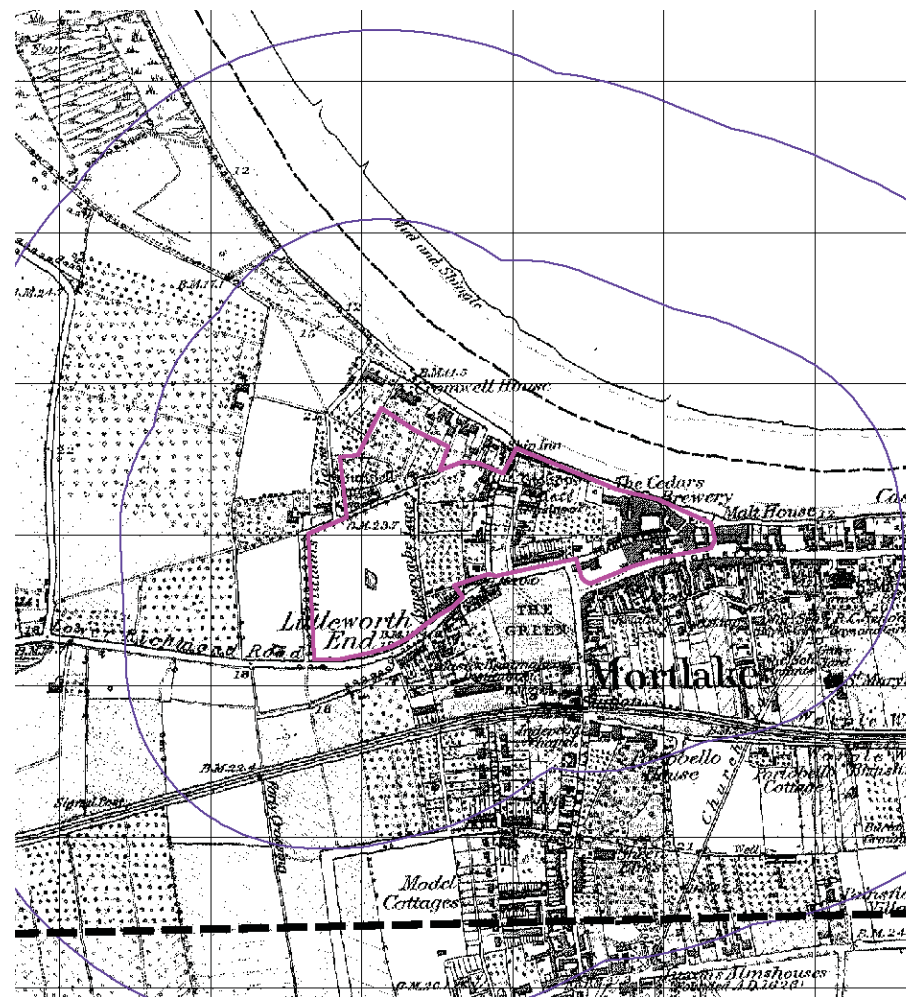
Cromwell House is recorded as having been demolished in 1857. An 1865 plan for Mortlake road works shows the introduction of Thames Street – to the North of and parallel with Mortlake High Street. On the First Edition Ordnance Survey (dated 1868), the site is depicted in detail, with Lower Richmond Road, High Street and Ship Lane shown in similar alignments as existing. Thames Street is shown parallel to Mortlake High Street, linking from Mortlake Green to the public quay at Bull’s Alley. Terraced housing is shown fronting onto Lower Richmond Road and Mortlake High Street. At this time the land to the west remains undeveloped land.

Late 19th Century

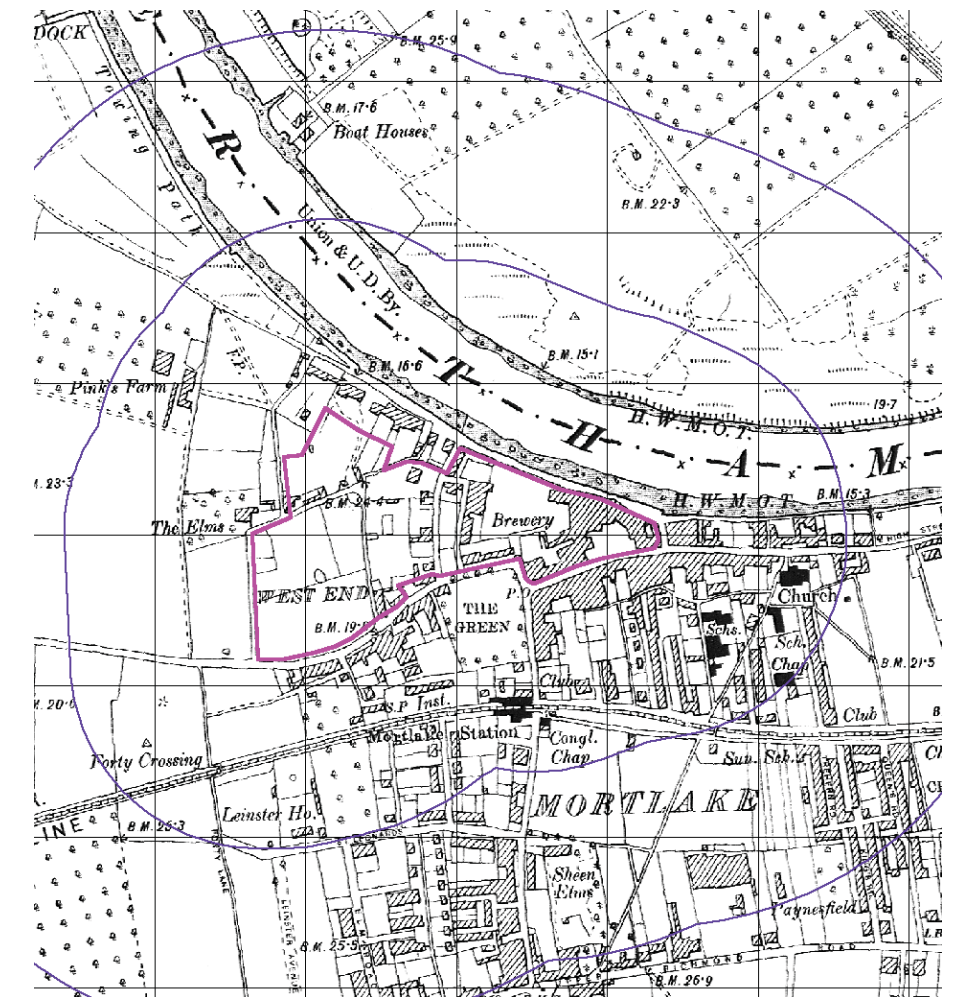
By 1896 Thames Street has disappeared and the Brewery buildings have extended. The former sites of the Bishops Palace and Cromwell House have not yet been built on and terraced housing has been introduced to the West of Mortlake Green. Bulls Alley has been introduced as a route connecting Mortlake High Street with the river Thames. Mortlake is now sandwiched between the river Thames to the North and the railway to the South.



1865 plan for Mortlake roadworks



1871-1874 OS Map



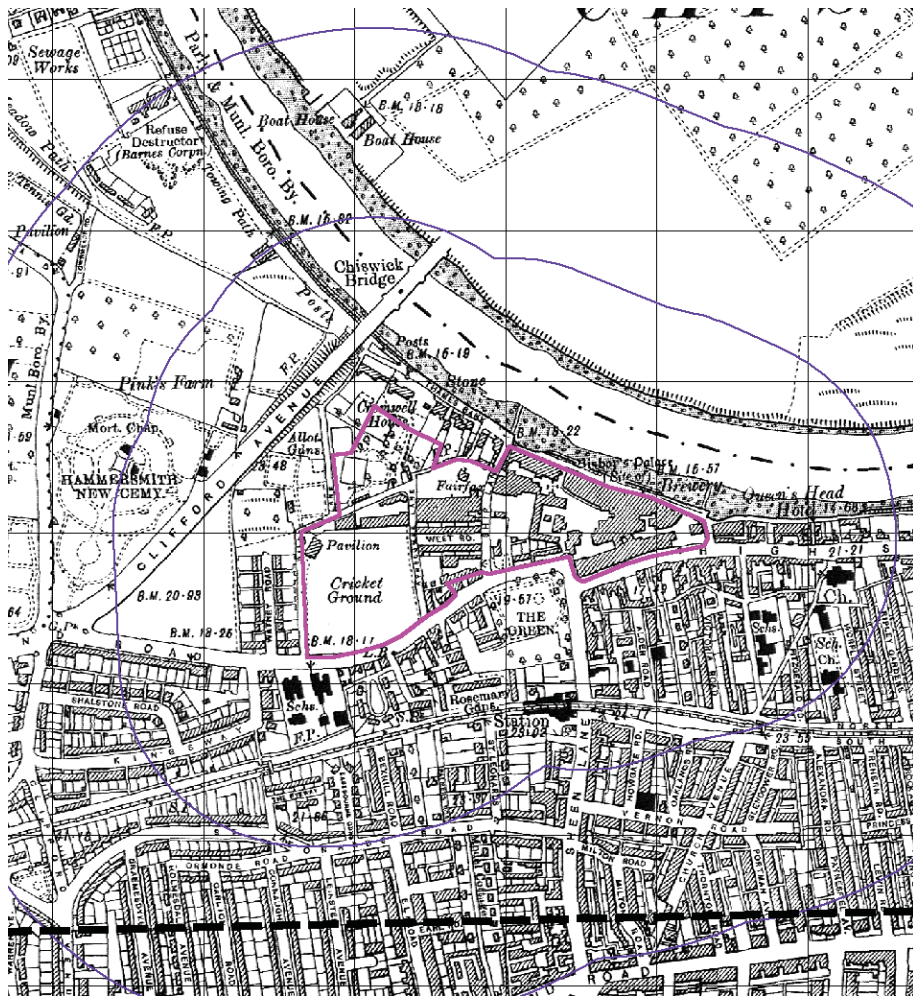
1896 OS Map



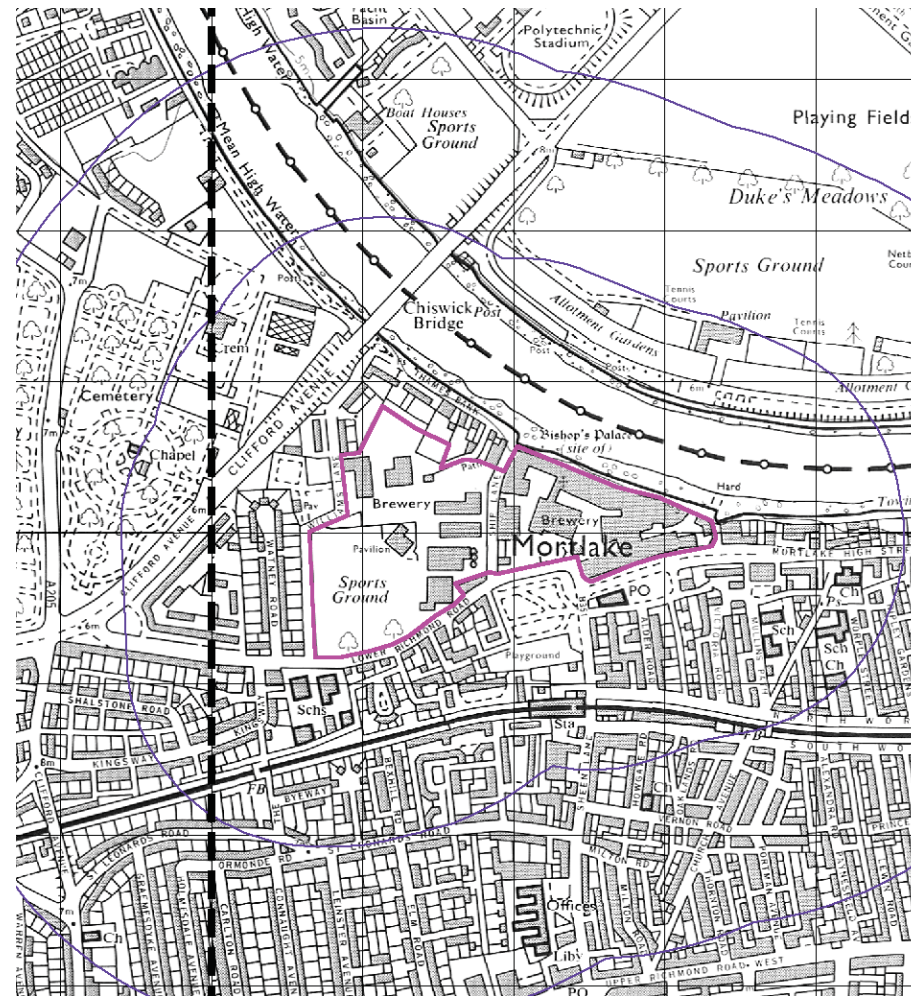
1855 photograph of old Cromwell House



1972 view along Mortlake High Street (prior to post office and apartment buildings) towards large former silo building



1933 OS Map



1975-1976 OS Map

Early 20th Century

By 1913 the brewery buildings have occupied the majority of the eastern part of the site and a number of semi-detached houses and allotments have been introduced to the site west of Ship Lane. Development of terraced houses has continued West along Lower Richmond Road and south of the railway to become the predominant urban form in the area.

Mid to late 20th Century

By the mid to late 20th century a new residential development had been constructed to the West of the Watneys Brewery housing on Watney Road, and a series of residential apartment buildings and a post office building had been constructed along the south side of Mortlake High Street opposite the former hotel and bottling building.

The resulting urban structure is dominated by transport routes and terraced streets. This dense grain is broken in parts by larger apartment buildings and industrial or commercial buildings. The orientation of most of these residential streets is perpendicular to the principal transport routes running east / west.

2.9 Scale, Character and Materials

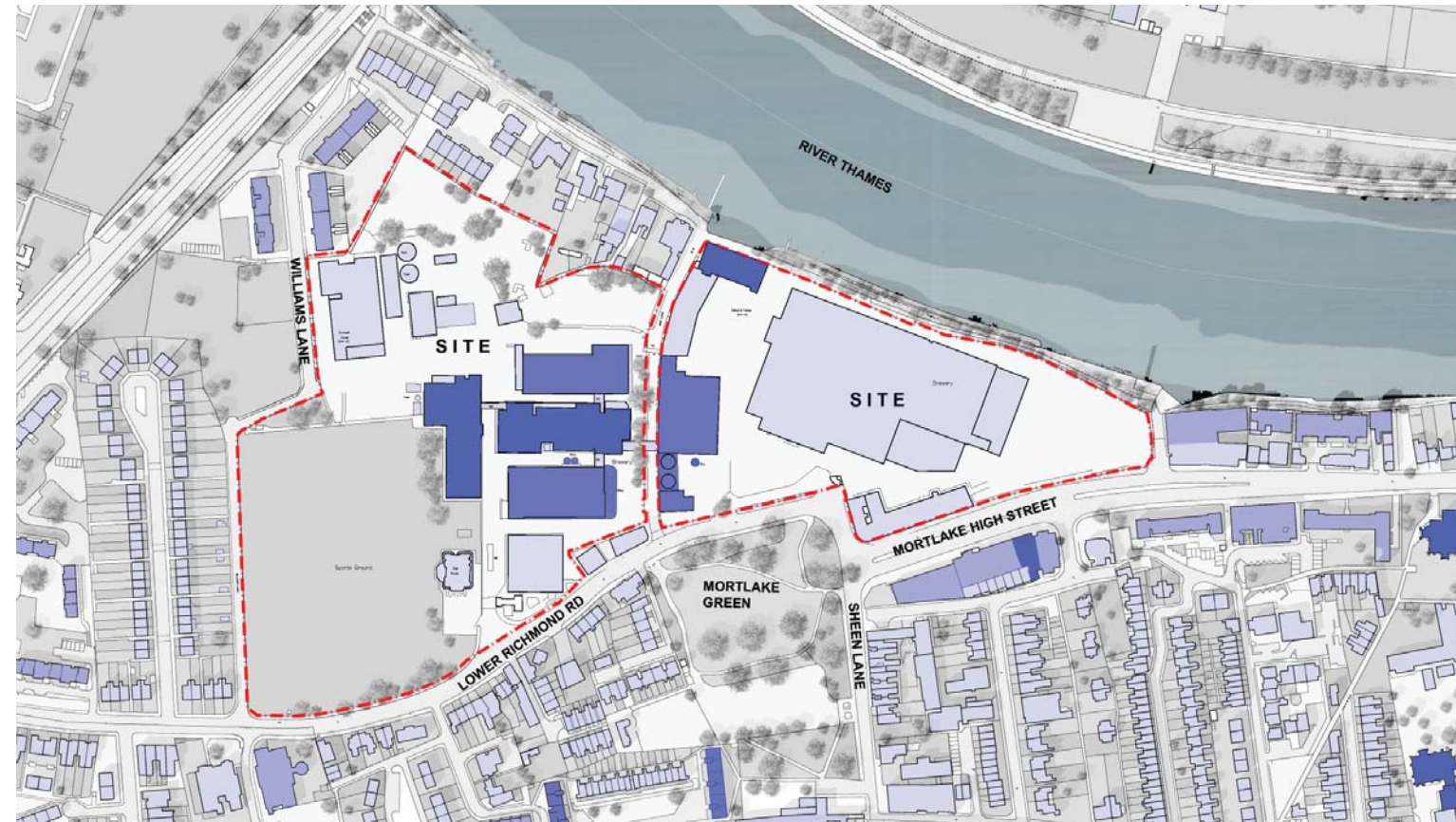
The existing context is varied in terms of scale, character and materials as a consequence of the gradual historic evolution of the area and the mix of residential and industrial uses. While generally the predominating height in the wider context is that of two storey residential properties, there are notable exceptions to this. There are a number of apartment buildings of 4 storeys or more in the vicinity of the site; at Chertsey Court, Rosemary Gardens and Rann House on Mortlake High Street. There is also Vineyard Heights on Mortlake High Street which is a 9 storey residential conversion of a previous office building.

The scale and character of the area is defined in the statements for the two Conservation Areas directly affecting the site; Mortlake Conservation Area and Mortlake Green Conservation Area:

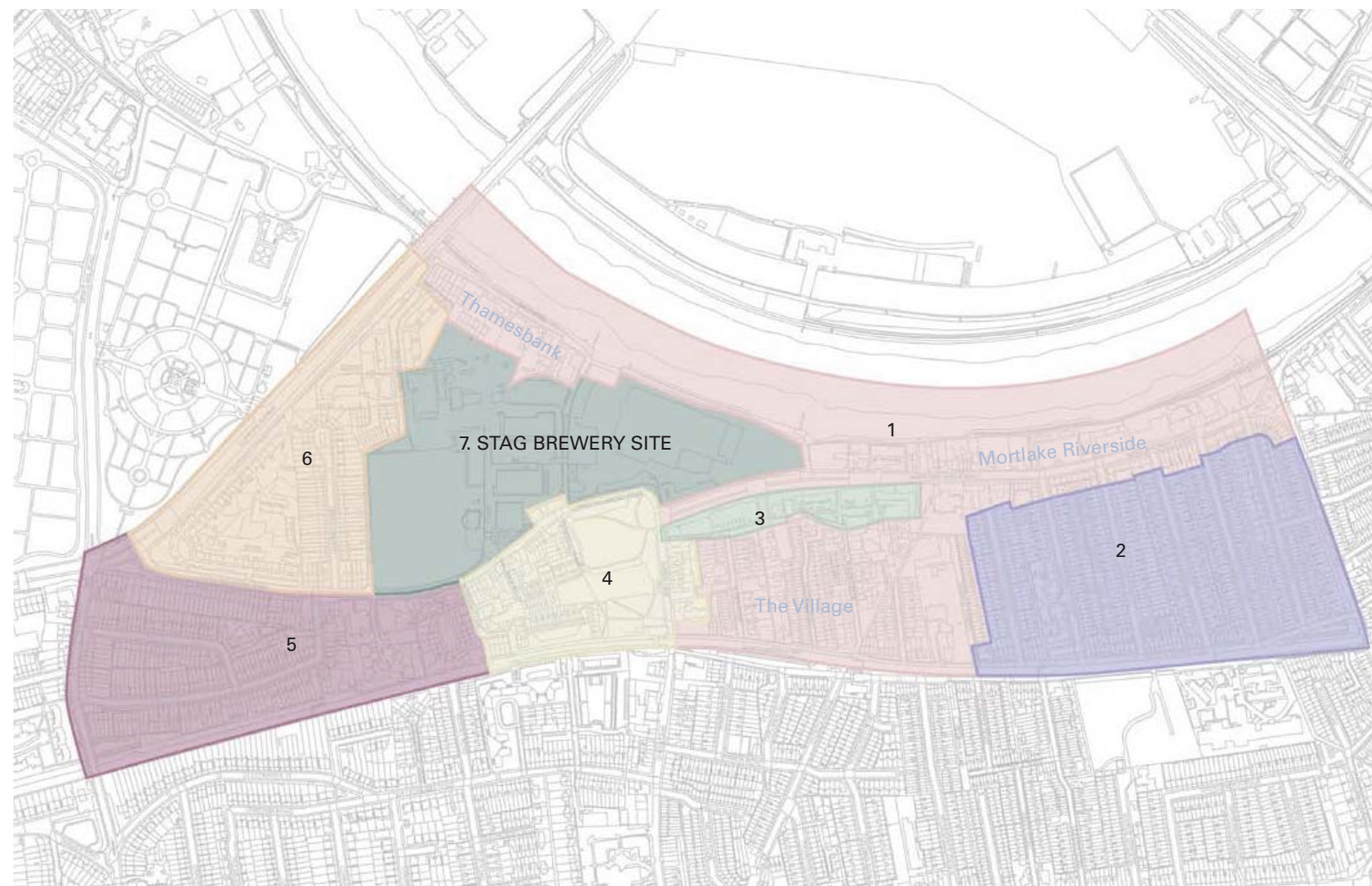
Mortlake Conservation Area – This covers part of the Site and its context along the waterfront – is described as having been derived principally from its ‘relationship with the River Thames’ and is composed of three distinct sub-areas:

‘Thamesbank’ occupies the river frontage between Chiswick Bridge and Ship Lane and is characterised by a fine cohesive group of 18th century houses as well as some more recent 2-3 storey buildings that respect the style and domestic scale of the overall group. Houses are predominantly two storeys in height with mansard or dormer windows in steep pitched roofs. The majority are stucco rendered and some are brightly painted in contrasting colours.

‘Mortlake Riverside’ is the area to the East of ‘Thamesbank’ stretching to Barnes Railway Bridge and includes the BTM Maltings building, a number of other uses including residential, commercial and shopping as well as the waterfront perimeter of the Site. Its character is described as having been derived from its ‘earlier and busier commercial activities along the waterfront’ and although older brewery buildings have been demolished ‘the boundary walls remain and are an important reminder of the area’s industrial heritage’. The Maltings Building and the boundary wall are predominantly buff London Stock brickwork, darkened with age. The Mortlake, Mortlake Green & Queen’s Road Conservation Area Study also describes the existing Stag Brewery Site as ‘other structures providing a hard edge to the river front’ and ‘the high brick walls of these sites onto the narrow towpath are a characteristic feature of



Existing heights



Mortlake Village Planning Guidance SPD - Character Area Plan

1. Mortlake Conservation Area
2. West of White Hart Lane (Character Area)
3. Mortlake High Street (Character Area)
4. Mortlake Green Conservation Area
5. Kingsway and surrounds (Character Area)
6. Watney Road and surrounds (Character Area)
7. Stag Brewery Conservation Area



Mortlake'. This sub-area includes a group of buildings to the East of the Site that are between 3 and 5 storeys high and were built using a variety of materials, roof types and styles. These include Ye White Hart pub, Tapestry Court Acacia House, Afon House, Suthrey House and Tideway. Further away from the site but 'of particular note in the group' is the Grade II* listed 'Limes' which was built c1720 and from the garden of which Turner painted 'Mortlake Terrace – Summer Evening'.

'The Village' – the remaining part of the Mortlake Conservation Area that sits behind the High Street between White Hart Lane and Sheen Lane – is characterized 'by the survival of its extensive network of historic passages and footpaths' and is predominantly consisting of 19th century two storey terraces of cottages and more recent 20th century housing development.

Mortlake Green Conservation Area – This covers the area to the South of the Site surrounding Mortlake Green – is described as 'an area of late Victorian and early Edwardian buildings which have an identifiable industrial character although many are different in style'.



Thamesbank river frontage (with former Maltings building to the left)

Birds Eye view showing Mortlake Green Conservation Area and (The Village) part of Mortlake Conservation Area

Photograph of Railway Tavern and terraced houses overlooking Mortlake Green

The scale of the buildings within this area is from 2 to 4 storeys. The buildings consist of predominantly residential terraced houses and cottages around the Green as well as a number of buildings of social and architectural importance including the railway station, Railway Tavern on Sheen Lane and the Jolly Gardeners and Tapestry public houses that form a 'gate' to the Green on Lower Richmond Road. The public house is a brick and stone building with a mansard roof.

In addition to the Conservation Areas there are a number of other buildings and developments that form immediate site context. These include the following:

- An 8 storey late 20th century commercial building and 3 storey Royal Mail Depot building opposite the Bottling building on Mortlake High Street.
- A two storey 20th century metal and glass clad office building adjacent to the Jolly Gardeners and appears to have a more industrial aesthetic more aligned with the modern brewery buildings.
- Buildings to the East of the Site (along Mortlake High Street) consist of a variety of mid 20th century 4-5 storey brick apartment buildings and a number of two to three storey terraced houses and apartments.
- Three residential developments from the mid 20th century along Watney Road and to the west of Watney Road. The first was a development built by Watneys Brewery to house brewery employees and is currently managed by the Guinness Trust. The buildings are two storey semi-detached houses with generous front drives, brick and render facades, tiled hipped roofs and rear gardens (which back onto Williams Lane). A second development by Watneys was built to the northern end of Williams Lane. This is a postwar 3 storey apartment building with pitched roofs.
- The 1930s Chertsey Court buildings along Lower Richmond Road are 5 storeys high brick and render apartment buildings with pitched and hipped roofs.
- Finally, there has been a more modern development on William's Lane and Wadham Mews. This area was developed in the last 20 years and is 3 to 4 storeys.



View looking East along Mortlake High Street - with former Hotel/ Bottling building (to the left) opposite a 3 storey Royal Mail depot and 9 storey Vineyard Heights (on the right)



Jolly Gardeners pub and 20th century office building



4-5 storey brick apartment buildings on South side of Mortlake High Street



Boat Race House and other buildings on Mortlake High Street



View of Mortlake High Street looking West towards the site



View of junction of Williams Lane with Lower Richmond Road, showing former Watneys Brewery employees housing.



Aerial view showing Chertsey Court and Watney Road

Listed Buildings

Within the immediate site context there are a number of Listed Buildings and structures including the following:

- Thames Cottage, Tudor Lodge, Thames Bank House, Leyden House and Riverside House, all Grade II listed and all located along Thames Bank, to the north west of the Stag Brewery site;
- The garden wall to the east of number 1 to 8 Riverside House and extending behind numbers 1 to 24 Reid Court which is Grade II listed and located along the north east boundary of the site, but not within the application boundary and will not be affected by the works;
- The gateway (formerly to Cromwell House), located at the northern end of Williams Lane, which is Grade II listed and directly to the west of the Stag Brewery site and again not affected by the works;
- Chiswick Bridge and attached balustrades, Grade II listed, situated to the north west of the site;
- 44 and 46 Victoria Road, Grade II Listed, to the south east of the site, beyond Bulls Alley
- Acacia House, 117 High Street, Suthrey House (with attached railings) (all Grade II Listed) and the Parish Church of St Mary (Grade II* Listed) to the east of the Site, along Mortlake High Street.

The existing industrial buildings provide a poor setting and backdrop to the Listed Buildings on Thames Bank, over which they are clearly visible when seen from the River. Any new proposal must carefully consider the scale and massing of the context of the Listed Buildings.

Another historic element that must be considered in an future proposals is the existing boundary wall that exists along the Northern boundary of the site and currently forms an edge to the riverside towpath. This boundary wall consists of various different elements of wall, some of which currently form or historically formed part of buildings (see 2.6.4 Evolution of Northern boundary wall). This wall is not Listed, but is considered by LBRuT to contribute to the character of the Conservation Area since it is a surviving element of the pre-nineteenth century brewery.



Photograph showing Thames Cottage, Tudor Lodge, Thames Bank House and Leyden House



Mortlake Riverside elevation - showing Acacia House and Suthrey House



Photograph showing existing riverside wall on Northern site boundary



Chiswick Bridge

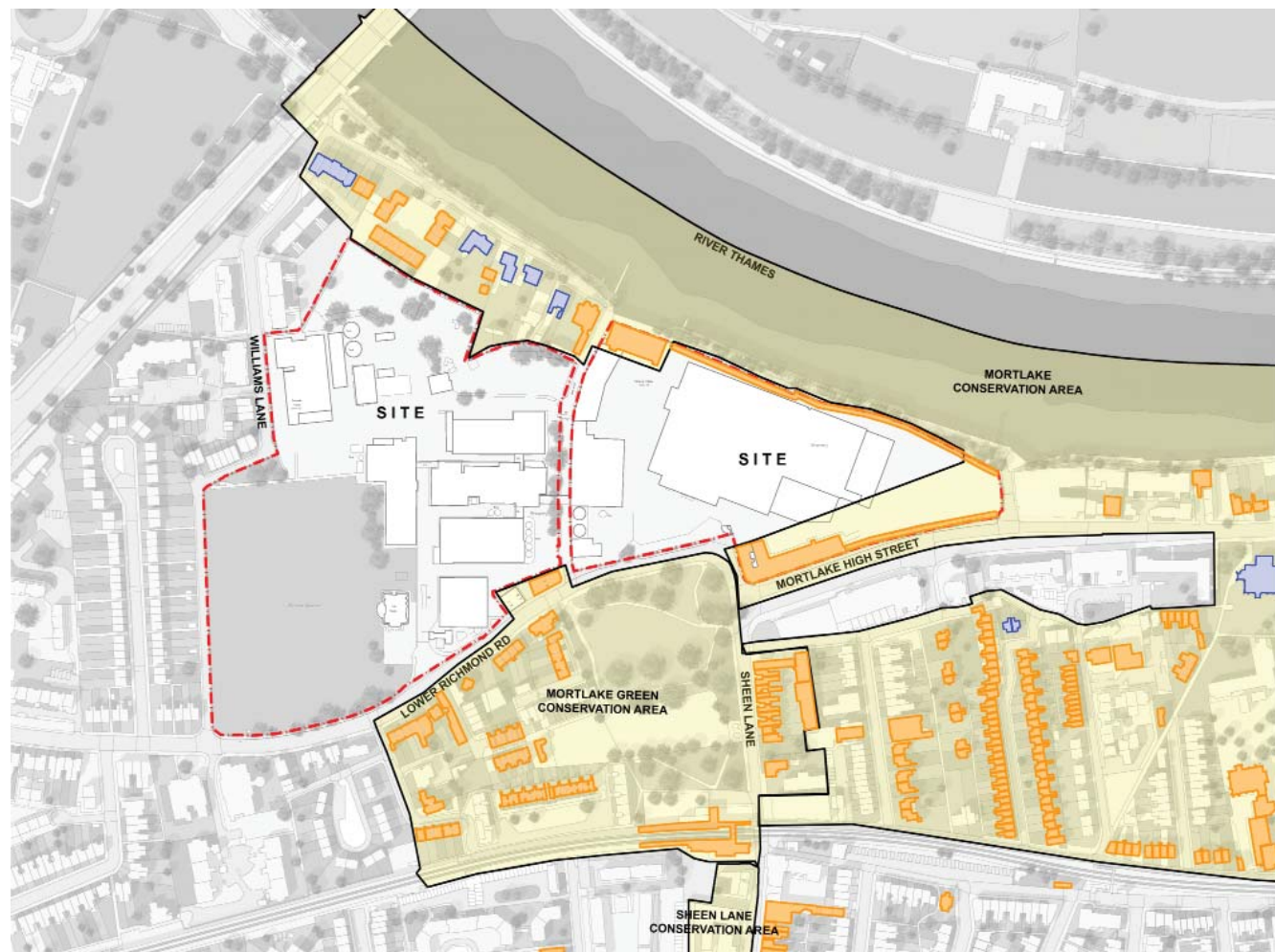


Diagram showing location of listed buildings

- Conservation Area
- Statutory Listed Building
- Building of Townscape Merit



Photograph of gate to old Cromwell House

Cultural Context

Oxford and Cambridge Boat Race

Another unique element of the site context is the annual Oxford and Cambridge boat race otherwise referred to as the 'Boat Race' or 'University Boat Race'. The Boat Race is an annual rowing race between the Oxford University Boat Club and the Cambridge University Boat Club, rowed between men's open-weight eights on the River Thames in London, England.

The race was established in 1829 and has been held annually since 1856 with the exception of during the First and Second World Wars. This annual event is held on a stretch of river running from Putney Bridge to the East of the site to Chiswick Bridge to the West of the site.

The Site sits as a backdrop to the latter part of the race and the proposed development of the site serve as an important place to obtain a vista of the event.

Watneys Mortlake Brewery

The brewery has been a major influence on the life of the local area for over 100 years both physically but also culturally and socially as it was part of the identity of Mortlake. It is an important part of local memory of the area for many residents who are ex-employees of the brewery.



Image from front cover of 1863 Illustrated Sporting News showing illustration of the Boat Race



Photograph of Boat Race rowing teams



Boat Race Map



Watney's Beer had a cultural significance which lives on



1937 Boat Race (with Stag Brewery site in background)



1960 Boat Race (with Stag Brewery site in background)

2.10 Environmental Analysis

The following sections identify key issues relating to Noise, Wind, Sunlight and Ecology. Detailed studies have been prepared for each of these elements and are included within the Environment Statement that accompanies this Planning Application.

2.10.1 Noise

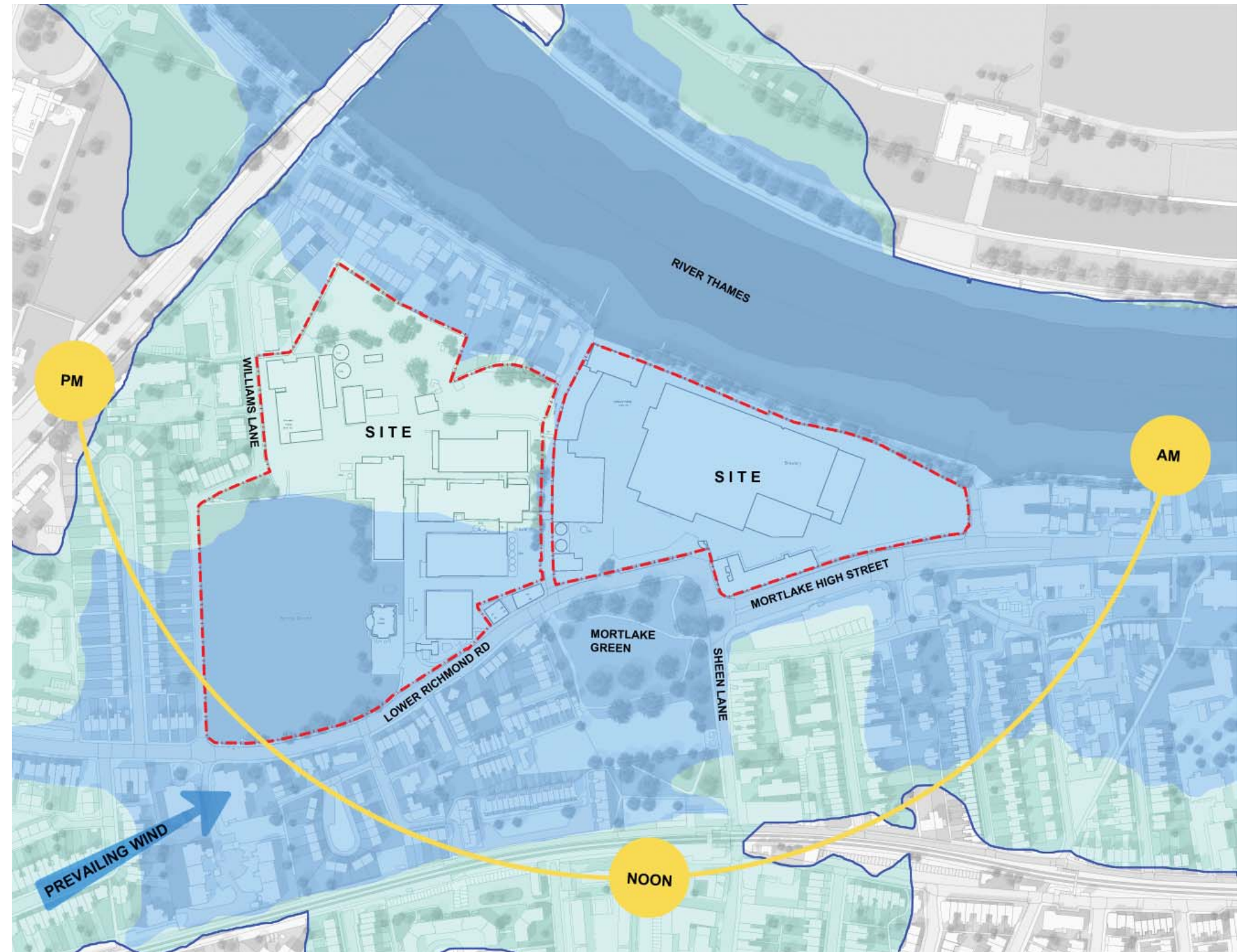
The Site is situated directly beneath the flight path to Heathrow Airport and noise from aircraft is intermittent and significant.

The Site is flanked by roads to the South, East and West and is also bisected by a road that runs in a North-South axis. Roads to the South (Mortlake High Street and Lower Richmond Road) are main roads connecting Mortlake with Barnes and Kew, and are the most likely sources of acoustic disturbance. Roads to the East and West (Williams Lane and Bulls Alley) as well as Ship Lane are secondary/tertiary routes that connect the main roads to the riverfront and/or the Site and will have lesser acoustic impact on the proposal.

Noise from both traffic and aircraft is proposed to be mitigated through appropriate building fabric specification and appropriate means of ventilation to both residential and commercial units.

2.10.2 Wind

The prevalent wind direction is from the South-West. In order to mitigate disruption from the wind, built form and planting could be utilised to create sheltered areas of landscape.



Plan showing environmental factors such as flood risk, prevailing wind and sun path around the site.

2.10.3 Sunlight

The southern part of the site is likely to receive good levels of sunlight since they overlook low level buildings and/ or a protected open space (Mortlake Green) and are unlikely to be overshadowed. Likewise, the Northern perimeter of the site consists of the river Thames and/or low level buildings that are set back from the perimeter of the site.

2.10.4 Ecology

The industrial nature of the existing site means there is very little diverse ecology existing on the site with the exception of the playing field and a number of existing trees around its perimeter. The existing towpath to the North of the site is considered of ecological value as it has been generally left for plants to self-seed and undergrowth remains.

2.10.5 Flood Risk

The site falls within defended Flood Zones 2 and 3 that are identified in the Environment Agency's (EA) Flood Map for Planning.

The flood risk is generally from tidal flooding of the Thames rather than fluvial (river flow downstream) flooding. Outside of the current flood defences there is regular flooding of the tow path and the north of Ship Lane. The current flood risk is kept in check by flood defences in several locations at the perimeter of the site:

- The Maltings and existing Brewery Wall
- Flood gate at Bulls Alley
- High point of Ship Lane (which is above the flood risk level and therefore acts as a flood defence of the land behind)

In a breach condition of the existing defences, different parts of the site would be flooded and the hazard would range from low to extreme.

Despite being located within an area at a medium to high probability of tidal flooding, the majority of the Site will be protected up to the 1 in 1000 year standard by the River Thames defences. The Thames Estuary 2100 Plan (TE2100), would ensure that the defences are not overtopped for the lifetime of any redevelopment on the Site.

The EA's mapping indicates that a small area in the east of the

Site is not shown as benefiting from defences.

The proposal will therefore adhere with minimum A.O.D levels for different types of accommodation as per EA advice in order to mitigate risk of flooding, which is that the reference flood level for the site is 6:03m (AOD) for 2100. Finished flood levels for the non-residential development is at the level of 6:03m AOD generally but residential accommodation is located above this at a minimum of 7.03m AOD. The basement, as it is for car parking and plant, can be below the reference flood level but will require entrance points to be above 6.03m AOD and to have escape strategies in place. A site wide Flood Emergency Plan is required for the site to ensure safe evacuation in the event of a breach of defences. Please refer to the relevant section of the accompanying Environment Statement for more detailed information.

2.11 Prospect, Aspect and Legibility

The site has some unique aspects due to the context, including a location next to a public 'Green' and the River Thames.

The site is and will be visible from the open space of Mortlake Green as well as from the opposite side of the River Thames. In addition to these aspects, the site will be visible from the two main routes of access along Lower Richmond Road and Mortlake High Street.

From these directions of approach, the site will be viewed in the context of the listed buildings highlighted in section 2.9 of this DAS. These are considered to importantly contribute to the quality of townscape and will need to be addressed in a sensitive manner.

Currently, the two sides of the site have two very different aspects: to the east of Ship Lane the site is very closed off with high walls or buildings continuously around the boundary. On the west of Ship Lane the site is more open and the openness between Lower Richmond Road and the playing fields is important to this stretch of road and the local context.

Townscape Views

A series of townscape views were agreed with LBRuT in order to provide parameters for the design of the building's massing. These views would allow the impact of the massing of design proposals on the surrounding context and in particular the adjacent listed and locally listed buildings facing the Green and along the riverside to be assessed and to guide the evolution of the proposals. The existing views - some of which - are shown opposite and are provided within the Environment Statement that accompanies this Application. These views were agreed with the planning officers during early pre-application discussions.

The existing buildings on the site (with the exception of the BTMS) do not make a positive contribution in many of the views and due to the height and massing of the existing industrial buildings they have a negative impact on several views, where they are quite prominent.



Existing view - VP 04



Existing view - VP 05



Existing view - VP 06



Existing view - VP10



Existing view - VP 07

2.12 Transport and Movement

The Site has good public transport connections with access to Mortlake Station which is within five minutes walking distance.

There are bus stops on the perimeter of the site and the immediate area of Mortlake. These connect to Richmond and Hampton to the South West, Hammersmith and West Brompton to the North East and Roehampton to the South.

The existing transport links give the Site a PTAL rating of predominantly 2 with a PTAL rating of 1 at the western corner of the Stag Brewery component of the Site

The existing road routes to the South of the Site are already considered to be significantly congested with frequent tailbacks occurring at the junction of Mortlake High Street and Sheen Lane. This is largely due to issues with restrictions at the existing junction at Chalkers Corner and the level crossing by Mortlake Station.

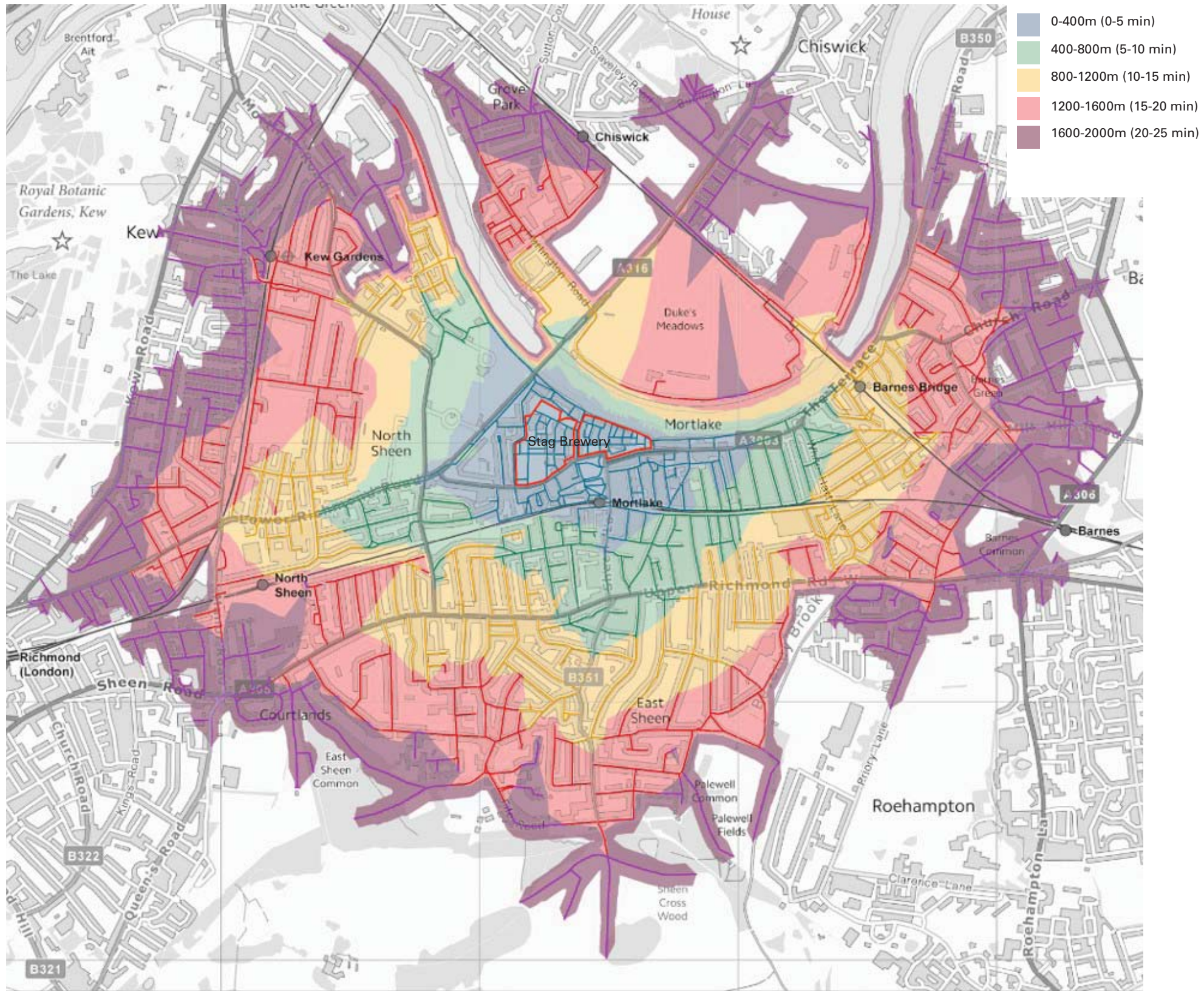
The current arrangement of vehicle movement and parking around the site has been provided to suit its previous industrial use. Deliveries and site access currently exist through entrances off Lower Richmond Road and Mortlake High Street. Since the use as a brewery is no longer proposed, access has been re-considered. Continued and increased volume use by vehicles of the main eastern access off Mortlake High Street (close to Sheen Lane) is likely to have considerable impact on traffic flow and safety so it is not proposed that this vehicle access is used by the future development.

In order to alleviate the impact of the proposed development on existing traffic flow, a detailed Transport Assessment and modelling have been undertaken by Peter Brett Associates, which forms part of the applications.

There is no existing pedestrian and cycle movement through the site, as it is secure at its boundary and the existing routes from Lower Richmond Road and Mortlake High Street to the River are poor. Ship Lane has one fairly narrow pavement with car parking and very high walls giving an uninviting and claustrophobic effect. Bulls Alley is poorly maintained and has refuse containers hampering access. There are no official cycle routes in the immediate context of the site. Improving pedestrian and cycle accessibility and permeability of the site is a key objective of the LBRuT Planning Brief.



Aerial view showing distribution of underground and overground rail stations in the vicinity of Mortlake



Walking Isochrone Diagram

3.0 Planning Context, Consultation and Community Involvement

3.1 Summary of Planning Context and Policy Considerations

This section describes the national, regional and local planning policy context relevant to the Proposed Development, including relevant designations.

Adopted Planning Policy Framework

National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG)

The National Planning Policy Framework (NPPF), published 27 March 2012, is the framework beneath which local and neighbourhood plans will sit and respond to the needs and priorities of local communities. It is supported by National Planning Policy Guidance (NPPG), launched as an online resource on 6th March 2014, which seeks to provide further detail, clarification and guidance on national policy contained within the National Planning Policy Framework (NPPF). The NPPG brings together and updates the previous raft of PPS documents into online resources.

The Statutory Development Plan

Planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. The relevant development plan is the London Plan (2016), and the LBRuT Local Plan, which consists of the Core Strategy (2009) and Local Development Scheme (2017). A new Local Plan has been prepared by LBRuT and will be adopted shortly.

Planning Guidance

Alongside the London Plan, the GLA and the London Borough of Richmond upon Thames have also published a range of Regional Supplementary Planning Guidance and Local Supplementary Planning Documents. The Site also lies within the area of the Stag Brewery Planning Brief.

Stag Brewery Planning Brief

Adopted in July 2011, the Planning Brief provides guidelines on future uses, layout and design for the redevelopment of the site. The Brief sets out opportunities and constraints and provides guidance for the developer that will ultimately take forward the redevelopment of the site. It will be a material consideration in determining any applications for planning permission.

Vicinity to Conservation Area

Parts of the Site and context fall within the Mortlake Conservation Area and the Site is also adjacent to the Mortlake Green Conservation Area. None of the buildings on the site are listed, however a number of buildings in the context of the Site are listed and of significance to the local area.

London View Management Framework

The site does not lie within any viewing corridors in the LVMF.

3.2 Recent Planning History and Site Development Brief

The brewery ceased operation in late 2015 and the site was purchased by Reselton Properties in 2016.

The 9.24 Ha Stag Brewery Site is considered to represent 'one of the most significant development opportunities within the London Borough of Richmond'.

The Stag Brewery Planning Brief, which was adopted in July 2011, was established to provide guidance for any future development on the Site.

The document sets out a vision 'based on the desire to provide a new village heart for Mortlake based upon buildings and open public realm of the highest quality that will radically transform Mortlake whilst respecting the character and history of the area'. The Planning Brief listed a number of key aspects of the vision including that the development must be sustainable and designed to the highest standards of inclusive design

The key aspects of the vision are that a scheme should;

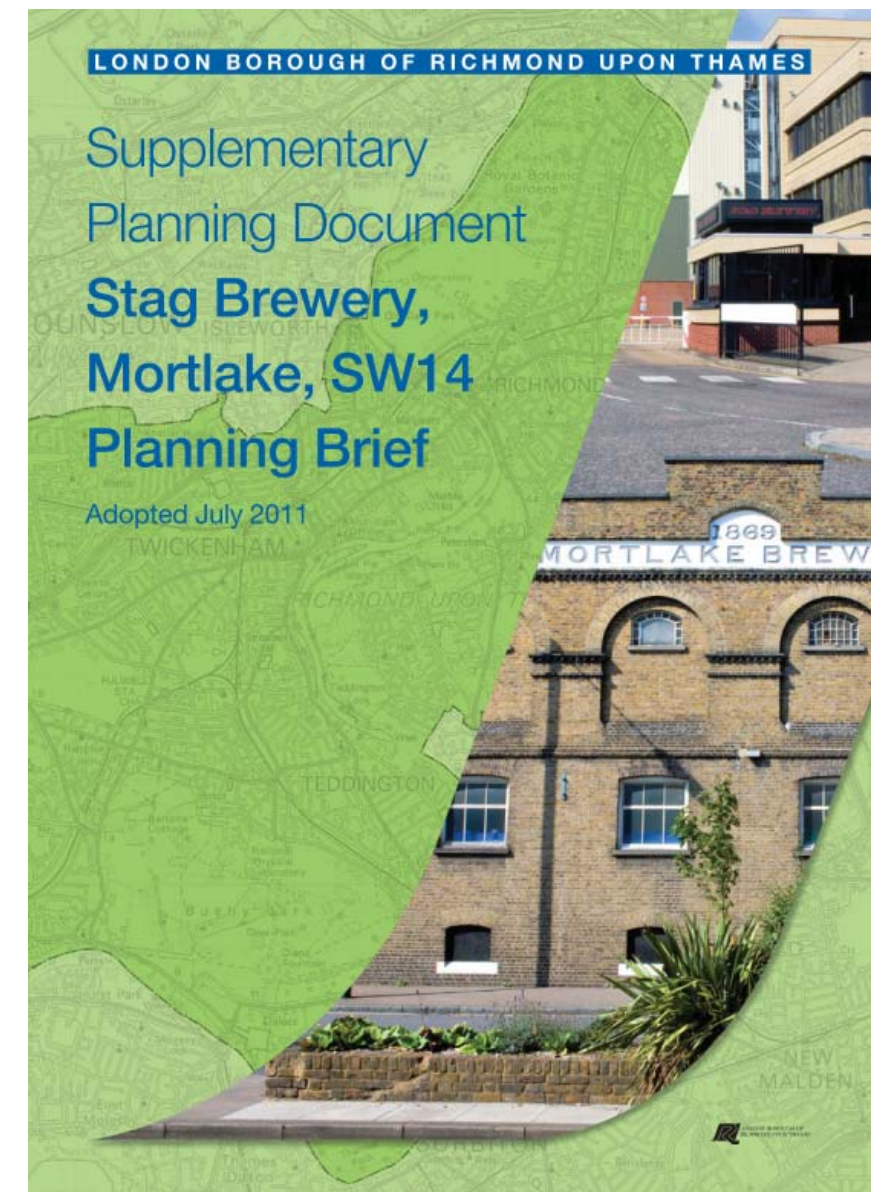
- Prevent piecemeal development
- Create a major new green space linking Mortlake Green to the River and riverside
- Provide a mix of vibrant uses
- Lead to viable re-use of buildings identified as contributing to the character of the Conservation Area
- Make the Riverside an attractive destination during the day and evening for local people and the wider community and increase permeability and waterfront activity
- Recognise importance of historic Oxford versus Cambridge Boat race by integrating a boat house or river-related facilities
- Achieve high quality, sustainable and inspirational design of both buildings and open space with variety across the site

- Reduce and mitigate any adverse impact on the wider area, including on the transport network and parking
- Be financially viable and commercially deliverable

Appendix I, Plan 1 of the Planning Brief illustrates in plan format version of the Council's Vision for the Site.

3.3 Emerging and Future Context

There are no major application sites currently in the immediate context, although there are some smaller applications in the vicinity in particular there has recently been a consent for Boatrace House, to the east of the site, to raise the existing building from 4 to 5 storeys.



The LBRuT adopted Planning Brief



Photograph of Public Exhibition held at Stag Brewery Sports Club

3.4 Consultation and Community Involvement

A full process of consultation with the Local Authority, local Stakeholders, neighbours and members of the public has taken place during the pre-application period.

Following initial pop-up events and small scale meetings with interested groups, a first public exhibition was held in Stag Brewery Sports Club in March 2017 and a second public exhibition followed in July 2017.

First Public Exhibition

A number of display boards and a scale model of the proposal were put on display at the first public exhibition. Comment sheets were provided to offer the opportunity for the local community to make suggestions and raise concerns anonymously.

In total 1350 people attended the exhibition, including local councillors, members of local amenity groups and residents and business owners from the immediate and surrounding areas. 723 comment sheets were completed and returned. Overall the majority of people were positive or neutral about the plans and accepted that development of the site was desirable and inevitable. Main areas of concern that were raised included:

- The inclusion of a secondary school and loss of playing fields.
- The Green Link was not wide enough
- The 'Campanile' building was an inappropriate height
- The general height of the buildings and density was too great
- The traffic impact would be too great and not mitigated

Following this exhibition the client brief and design of the development were altered to address the comments. These changes are described in more detail in Section 5.2 of this document.

Second Public Exhibition

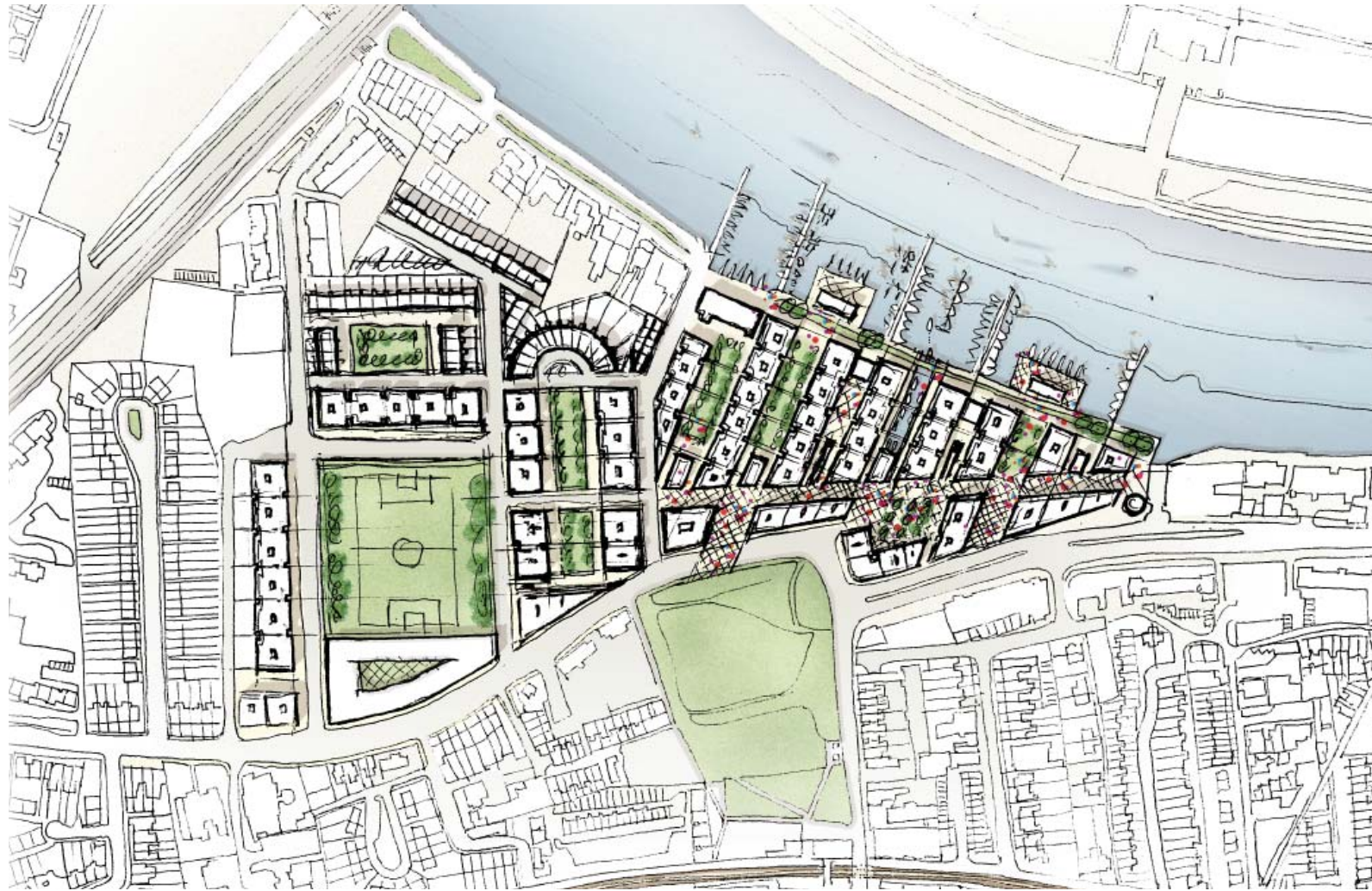
The revised proposal was presented at a second exhibition and the response was generally more positive than at the first exhibition although issues of density, the school position and transport were still remained.

In addition to the above events, the project team has engaged with a Community Liaison Group (CLG) formed of various key Stakeholders, local councillors and local residents who had concerns regarding the future of the Site and the impact on the local infrastructure and community. Meetings have been held at frequent, regular intervals during the entire pre-application process.

More details of the consultation process are included within the Statement of Community Involvement that is included in the Application submission. Further to the second Public Exhibition, the design team have sought to address the comments made wherever possible, meeting several times with the CLG to keep them informed of changes to the scheme proposals.



Photograph of model at Second Public Exhibition



Squire and Partner's initial sketch concept



Initial concept image of Bottleworks Square

4.0 Masterplan Vision, Objectives and Design Principles

4.1 Development Brief

4.1.1 The Applicant's brief responded to the earlier Planning Brief and established that the Planning brief was the starting point for the new masterplan. In addition, the brief required that the masterplan and detailed application create a scheme with a very wide mix of uses to create a new heart to the village of Mortlake, to include a new high street and riverside activity.

4.1.2 The scheme was to be mainly residential led with a mixture of retail, cafes and restaurants but with buildings consisting entirely of assisted living accommodation, office, hotel and cinema uses. The development brief also recognised that the Planning brief included a school on the site and that this and other community uses needed to be further defined. A key driver was that the masterplan should create a well designed sustainable community, that was not just a 'dormitory' but included facilities that would make it a lively and vital place throughout the day, into the evening and through the week.

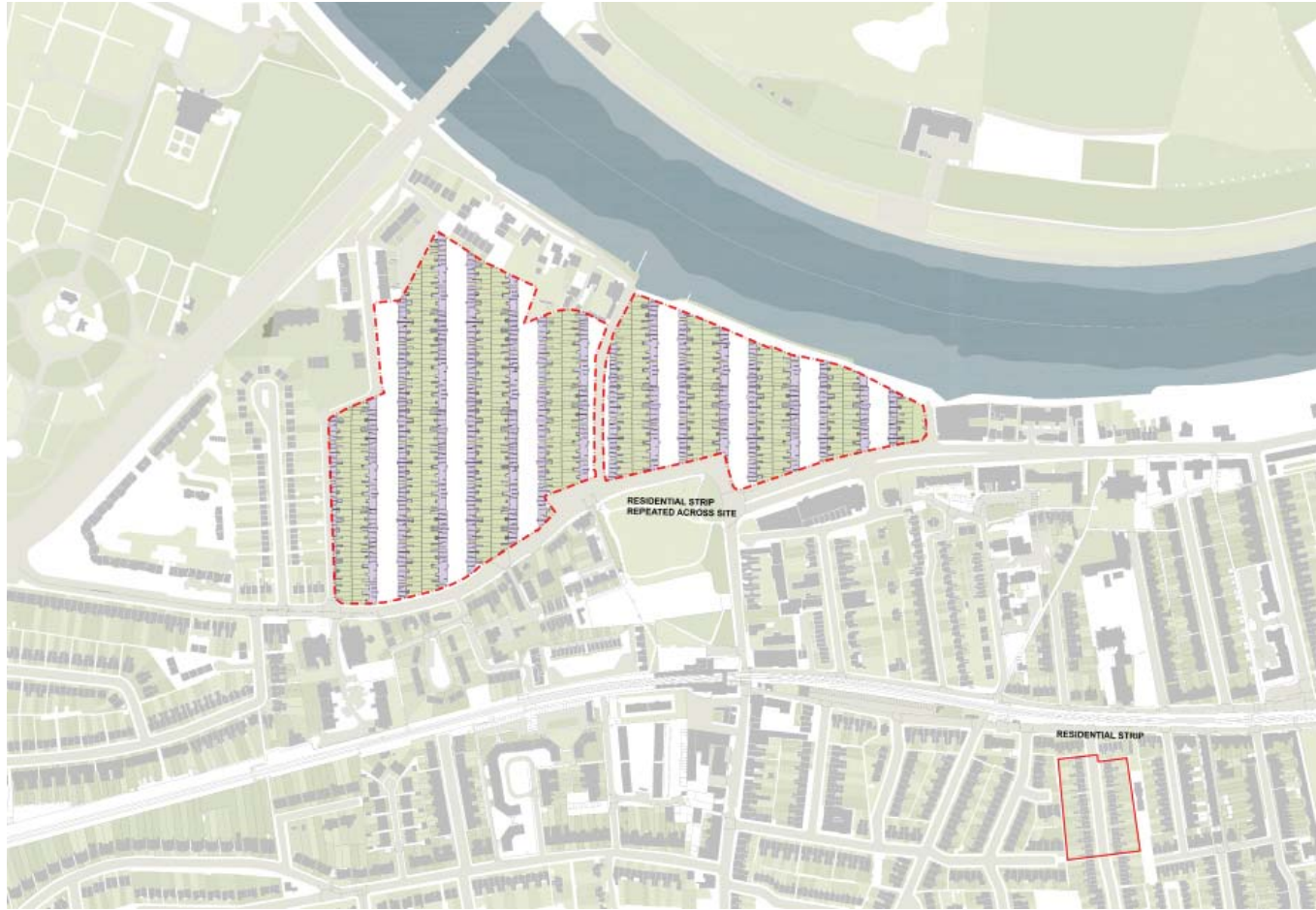
4.1.3 A central aspiration of the development brief was to create a place with a distinct character, with buildings and landscaping integrated, relating to its context and reflecting its unique location next to the River Thames.

4.2 Design Vision and Objectives

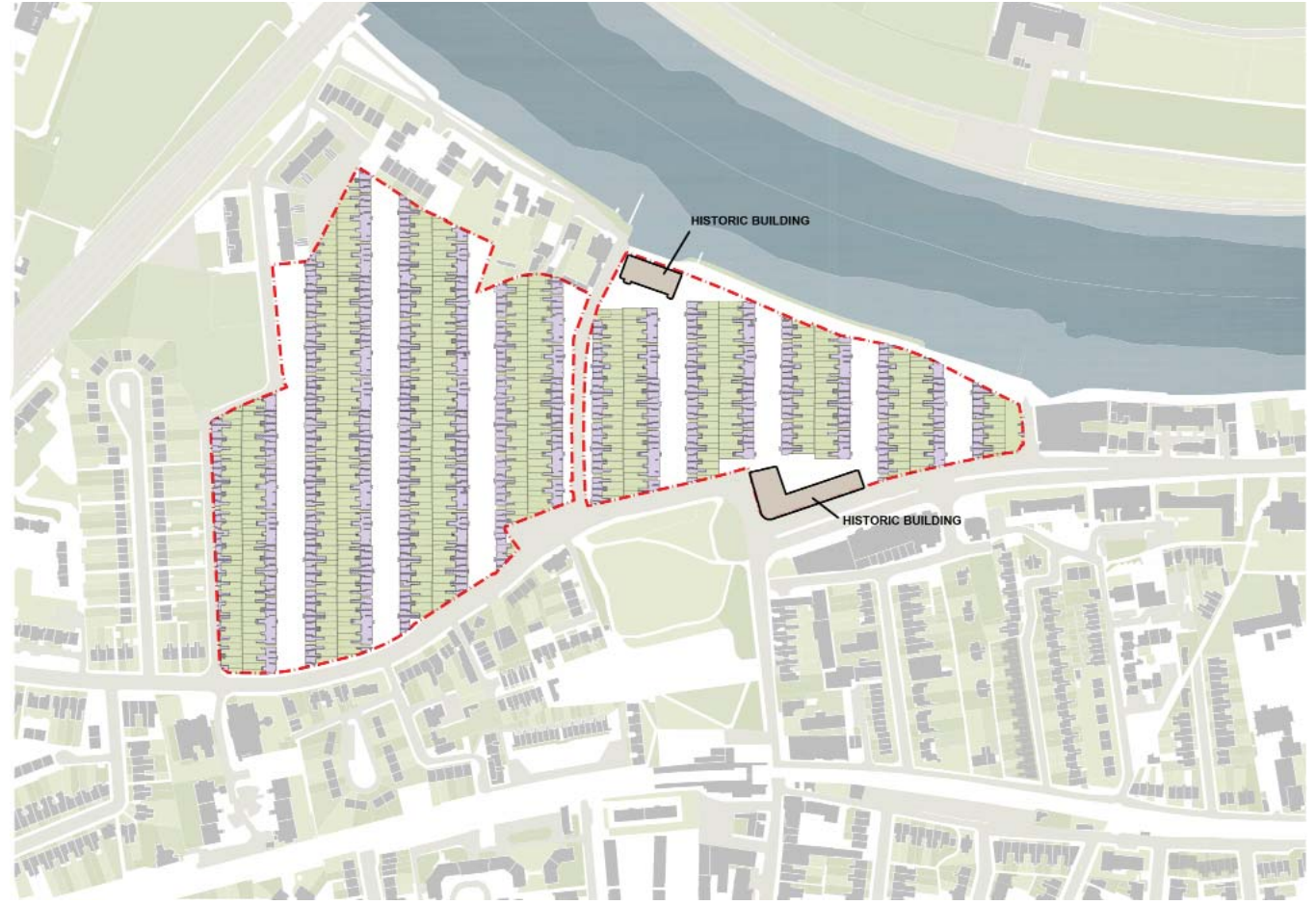
4.2.1 Vision, objectives and principles of the masterplan were informed by a thorough socio-economic and environmental analysis of the site and context.

4.2.2 The key elements that guided the design vision of the masterplan were:

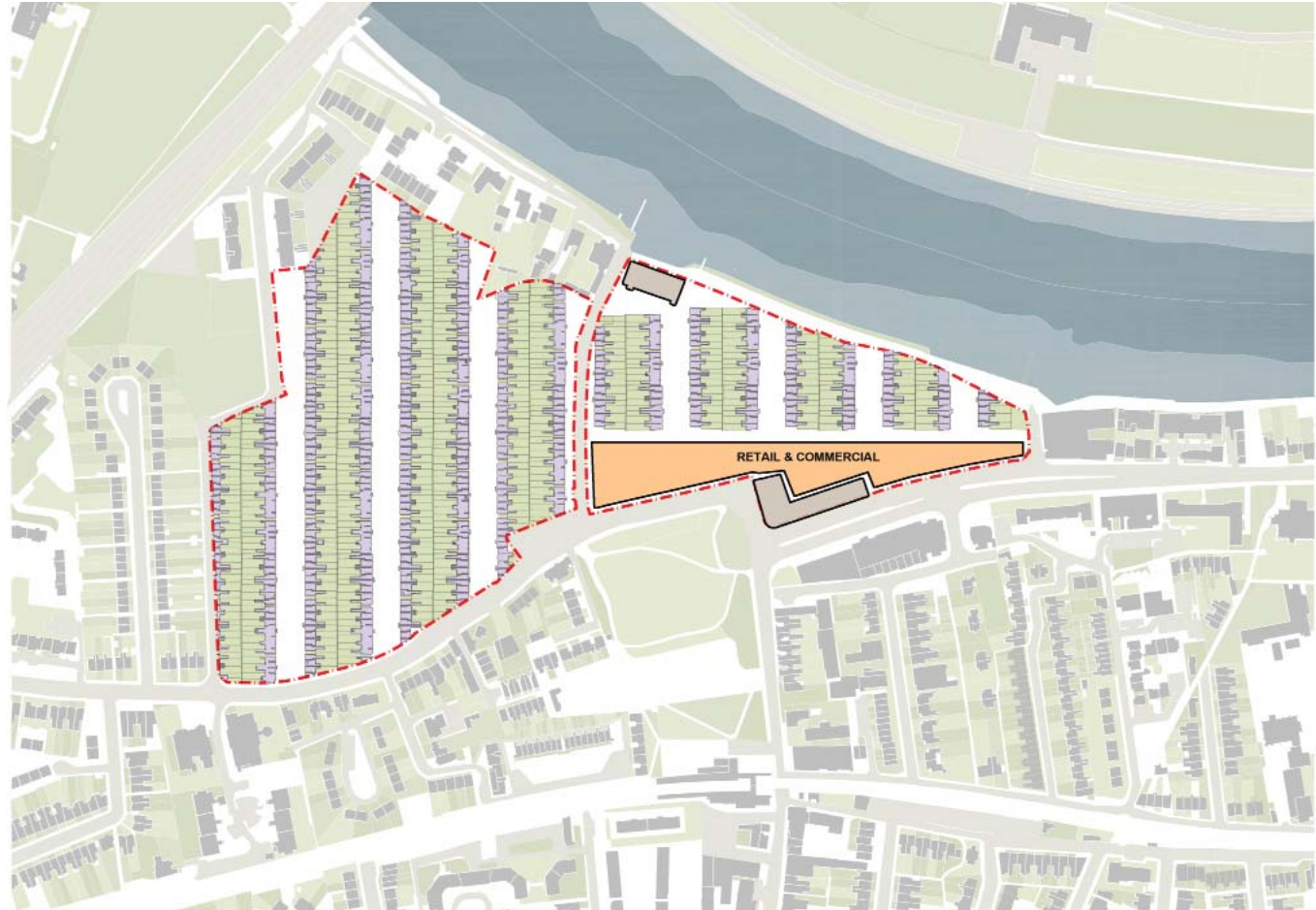
- Creating a vital and lively heart for Mortlake
- Respecting the heritage buildings on the site and the heritage aspects of the context
- Creating a permeable and publicly accessible layout of a variety of streets and courts, squares and gardens
- Responding to the flood risk in determining floor levels
- Managing servicing, parking and transport issues both on-site and in the wider area
- Creating excellent architecture which responds to it's location
- Provision of high quality landscaping with a clear strategy and character.



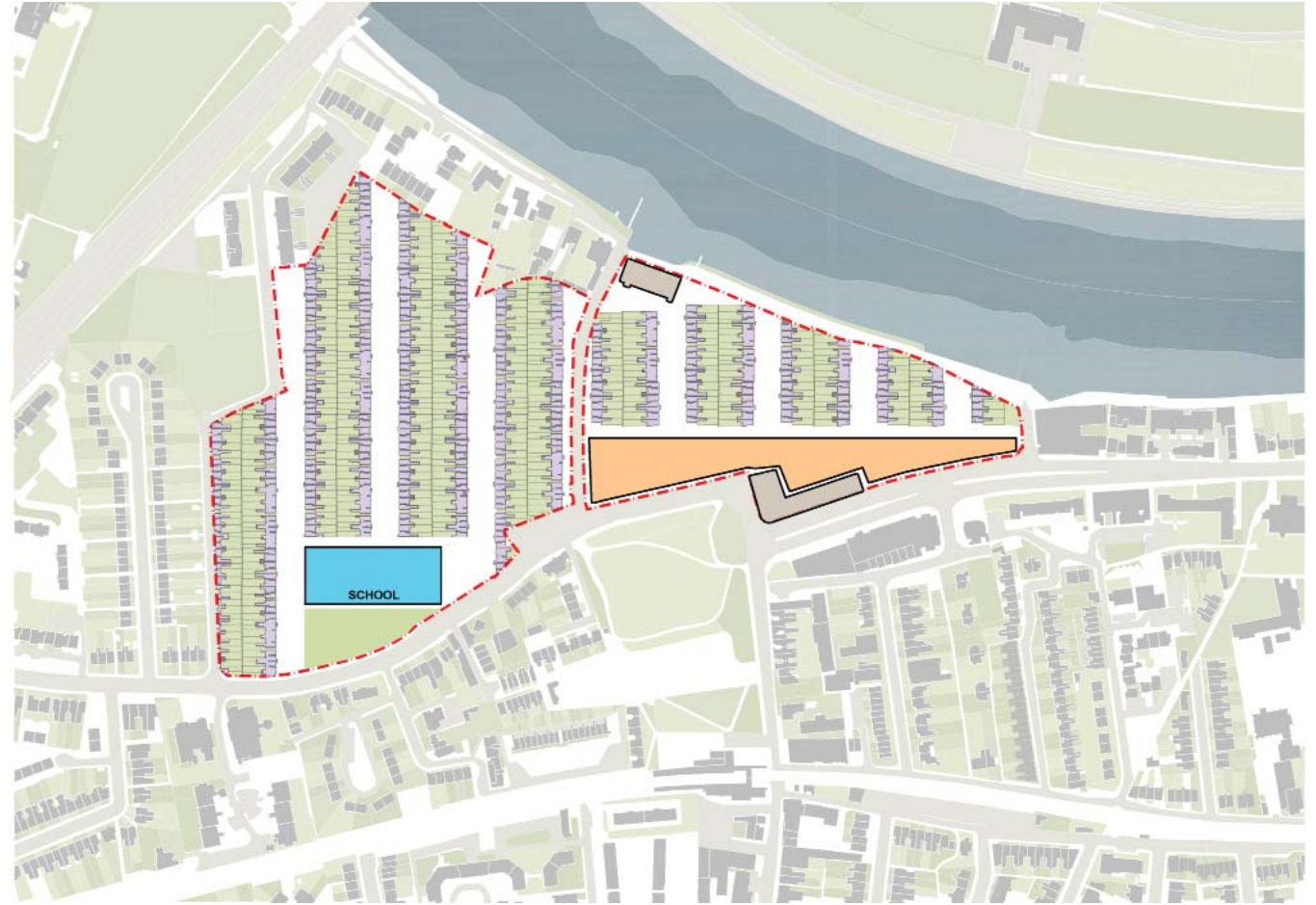
Conceptually placing the surrounding urban grain of the context to create permeable routes to the River



Retaining the heritage buildings on the site



Creating a mix of uses along a new high street



First location for the Secondary School on the existing playing fields.