

The initial masterplan concept plan, with permeable routes, heritage buildings, a new high street, a secondary school and playing field, public squares and garden courtyards

4.3 Design Principles

The design principles originate from a response to the Planning Brief and its objectives. The principles that have been drawn from this, which have guided subsequent design decisions are as follows:

Permeable routes through the site

Following the urban grain of much of the surrounding context, it was considered that streets should be formed to connect the rest of Mortlake with the River Thames, at as many points as possible while allowing sensible plots between for built form.

The most important of these routes, as defined in the Planning Brief, is the 'green link', a wide landscaped space with activity to both sides and activity down its length, leading to the riverside.

Retaining and respecting the heritage of the site

The three Buildings of Townscape Merit, (the Maltings, the Hotel and the Bottling Buildings), are retained in their outward appearance but redeveloped within to bring new uses to them. They become the focus for new public squares sited adjacent to them, as well as maintaining their prominence in the local context and Conservation Areas. The heritage of the site as a brewery is re-presented in the relocation of the memorials associated with the brewery and in the design through references to the processes and materials associated with the brewery and the wider history of Mortlake.

Creating a mix of uses linked by a new high street

It was recognised that the existing Mortlake High Street is limited in its ability to become a new hub of activity due to its width and traffic. A new street, parallel and linking east - west across the site could provide this function and its sustainability and success could be better secured by the location of key new attracters along its length, including a cinema, hotel, offices as well as shops, workspaces, cafes and restaurants.

New secondary school and playing field

A major feature in the evolution of the masterplan is the inclusion of the secondary school and a playing field for its use and the use of the local community. The Stag Brewery Planning Brief had originally identified a site allocation for a new primary school but was unclear as to where the playspace for a primary school was to be located, as the area shown on the plan as school was too small to include adequate playspace as well as building.

The LBRuT Cabinet Committee subsequently changed the requirement to a large secondary school in late 2015. The locating of the school in the western element of the site required extensive investigation and a balancing of the issues that a school of this size brings. Full details of the various options for the location of the school are set out in the accompanying Open Space & Playing Fields Assessment.

Creating residential courts

To create a variety of public spaces, between the street formed by the routes from the village to the river, courtyards are created. These either open out to the riverside or are garden squares. They are at a higher level allowing a differentiation between more public and active frontages to the street and more domestic frontages to the courts.

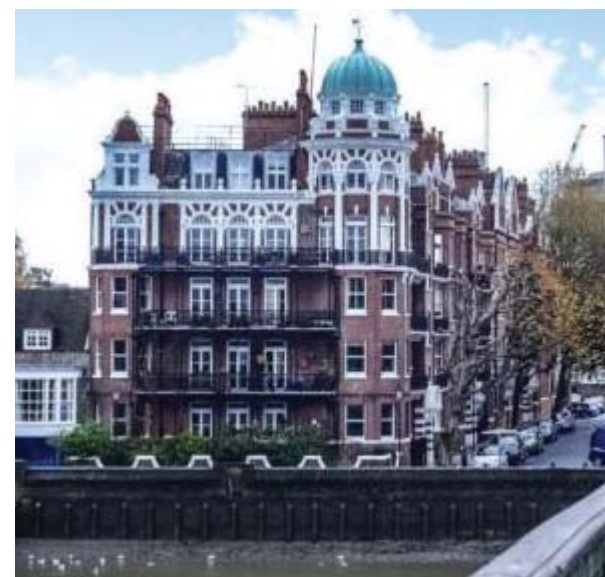
Creating a new distinctive place at the heart of Mortlake

Through the creation of sensible and coherent urban space, lively and imaginative landscape design of streets, gardens and parks and finally the considered design of high quality architecture which seeks to create building rooted in the vernacular of similar Thames-side locations, the new neighbourhood will have a distinctive character and identity which will make it both an attractive place to live, work, study and visit.

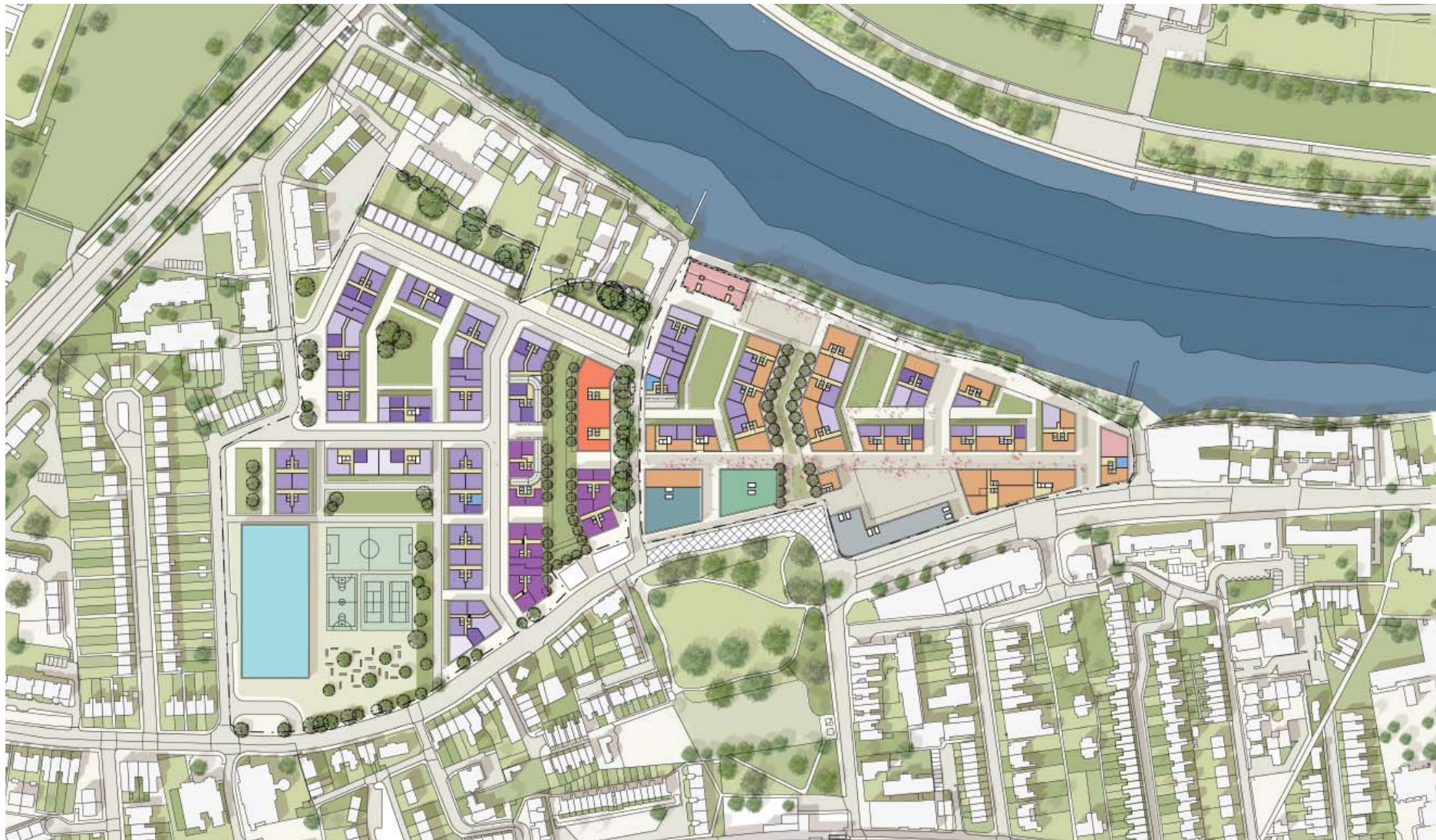
These principles, developed in response to the Planning and Development Briefs, guiding the formation of an initial concept and the development of the masterplan and individual building design.



Initial sketch of one of the residential garden courtyards



Thames-side precedents identified at an early stage



Initial masterplan as presented at the first public exhibition

5.0 Design Concept and Evolution

5.1 Initial Concept

The initial conceptual layouts followed the design principles set out in the previous section with a framework of streets leading to the river from the existing perimeter of the site, with courtyard spaces between and a new high street linking across the site. There was a consistent hierarchy of street widths across the site with main routes and more minor routes, however there was no wide central route. The key route that linked Mortlake Green with the riverside square by the Maltings was marked by a taller 'campanile' building of 14 storeys.

Initially the school was located directly on Lower Richmond Road and external play space was limited and enclosed by residential buildings. The reason for placing the school here was to create a public frontage for the school and to keep any noise and light spill from the playing field, within the site and not to affect surrounding residents.

The concept for the development always included for a basement that would contain car parking but also plant, refuse storage and cycle parking. The levels of parking initially were close to 1 space per unit, based on consideration of LBRuT parking provision policy.

The concept also responded to the flood risk by creating a cross section through the site which had residential accommodation at the higher courtyard level and non-residential at the lower street level.

5.2 Response to Community and Statutory Consultation

There were consistent points raised through consultation with the general public, the local amenity and resident's groups and through pre-application meetings with LBRuT. The general concerns regarding the initial conceptual layout were as follows:

- The location of the secondary school on the private playing field and the lack of public access to this open space was considered unacceptable.
- The campanile was generally considered unacceptable in terms of height, in particular in relation to the adjacent Building of Townscape Merit, the Bottling Works.
- The link to the river from Mortlake Green was not wide enough to be a central focus and was not green enough in



View along Lower Richmond Road showing the 'campanile'



View of secondary school in its initial position

the conceptual plans.

- The heights and density of the scheme was in excess of what was appropriate and that which could be sustained by the transport network.

Other statutory consultees and relevant bodies were consulted prior to the conclusion of the design process. From these different groups the following comments were made:

- The Environment Agency agreed that while generally a wider area for maintenance of the flood defences should be left clear of buildings, it was acceptable that the new buildings conform to the same building line as the existing buildings on the site which sat a minimum of 4 metres behind the flood defence wall. This allowed the riverfront buildings to be set out in accordance with this.
- TfL requested that a bus turn-around and associated driver facilities be provided to replace one currently located on Avondale Road. This is to be safeguarded in the masterplan.
- The GLA welcomed the proposals generally but commented that the layout of streets could be straight to allow more visual connection to the river front from the rest of Mortlake.

The masterplan developed and changed in response to the concerns raised through the consultation process, as described below.



Early sketch of the Green Link



Early sketch of the Green Link

5.3 Urban Form and Building Layout

The most major changes to the masterplan have been to the layout and urban form, in response to the comments received. This has changed both the street pattern and the buildings themselves and has been a gradual process through the consultation process.

A recurring comment from consultation with the community and with RBRuT was concern that 'green link' from Mortlake Green to the River Thames was not wide enough to act as the central focus of the development. This was a prominent feature of the Planning Brief concept plan. In early iterations of the proposals the width of this link was close to that of several other links to the river and the greening of the link was mostly in the form of an avenue of trees.

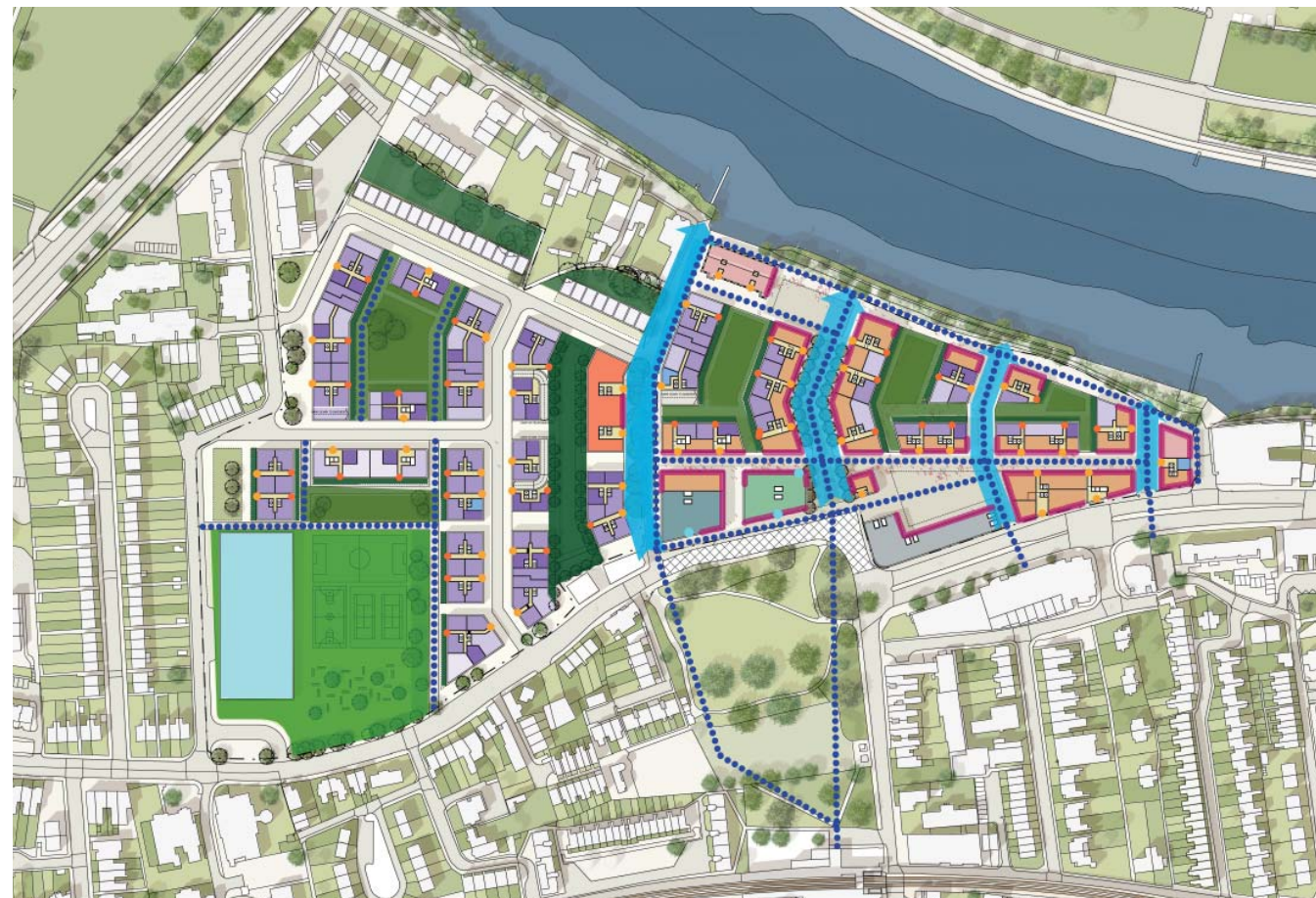
Therefore one of the most significant changes to the initial conceptual masterplan was the relocation and widening of the 'green link'. It both increased in width from 22m to 32m but also became straight rather than angled. This allowed it to



Perspective of the Green Link at following the Public Exhibition



Early masterplan showing distances between buildings



Initial links and connections through the site

connect to Mortlake Green more centrally, safely away from the road corner and roundabout to the east. It also made it clear that this was the pre-eminent route to the river and the heart of the scheme.

Another comment from consultation, with both the community and the local authority, was that the buildings on the western boundary of the site were too close to the neighbouring buildings outside of the site. This included both residential buildings and the school building. Following this the buildings were generally moved further from the edge of Williams Lane. The siting of the school will be discussed in detail in a separate section below.

LBRuT expressed concerns regarding the relationship between buildings in the masterplan layout and their affect on daylighting and privacy in homes. The Mayor's Housing SPG does identify that adhering rigidly to these measures (*minimum distances*) can limit the variety of urban spaces and housing types. The approach of the masterplan is to produce a hierarchy of street widths and generous courtyards. This was carefully considered and the first step taken to minimise this was to remove several of the narrower links between buildings both to the east and west parts of the site. This reduced the amount of overlooking and also created more cohesive forms for the courtyards. Following this the width of the new high street was reconsidered and widened from 10 m to 13.5m, which LBRuT considers to be the minimum acceptable distance to avoid overlooking in certain circumstances. The issue of overlooking and daylighting has continued into the detailed design of the buildings, with layouts and building profiles adapting to create the best layout between buildings.

A further comment from LBRuT regarded the layout of the buildings at the riverfront. They asked that consideration be given to the distance from the river defence wall to the built form and whether this could vary along the length of the frontage. This has been achieved with the blocks set back further adjacent to the 'green link', to facilitate access around the corner of the buildings and a variety of setbacks along the length of the frontage, with the Maltings building being the furthest forward and the most prominent.

5.4 Links and Connections

Most comments that related to links and connections have been discussed above as they involved the urban form of the scheme and the provision of a wider green link. However, movement around the masterplan was also a concern to some

consultees. There were requests regarding the consideration of suitable cycle routes through and onward from the site. There were also questions regarding the routes for vehicles with particular concern from residents on Thames Path and Williams Lane regarding increased levels of vehicle movements and demand for parking in their area.

The vehicle circulation were reconsidered following this consultation and restrictions put on movement into Williams Lane, while maintaining routes that would ease use of Thames Bank. With regard to provision of on-street parking. There was concern that the loss of on-street parking on Ship Lane, although making the route more usable for both vehicles and pedestrians, may reduce the overall number of on-street parking spaces. This was also considered and the number of parking spaces was increased overall from the existing condition with new parking on Ship Lane, in combination with the proposal for a Controlled Parking Zone (CPZ) to be implemented across the site and surrounding streets which did not already have such restrictions.

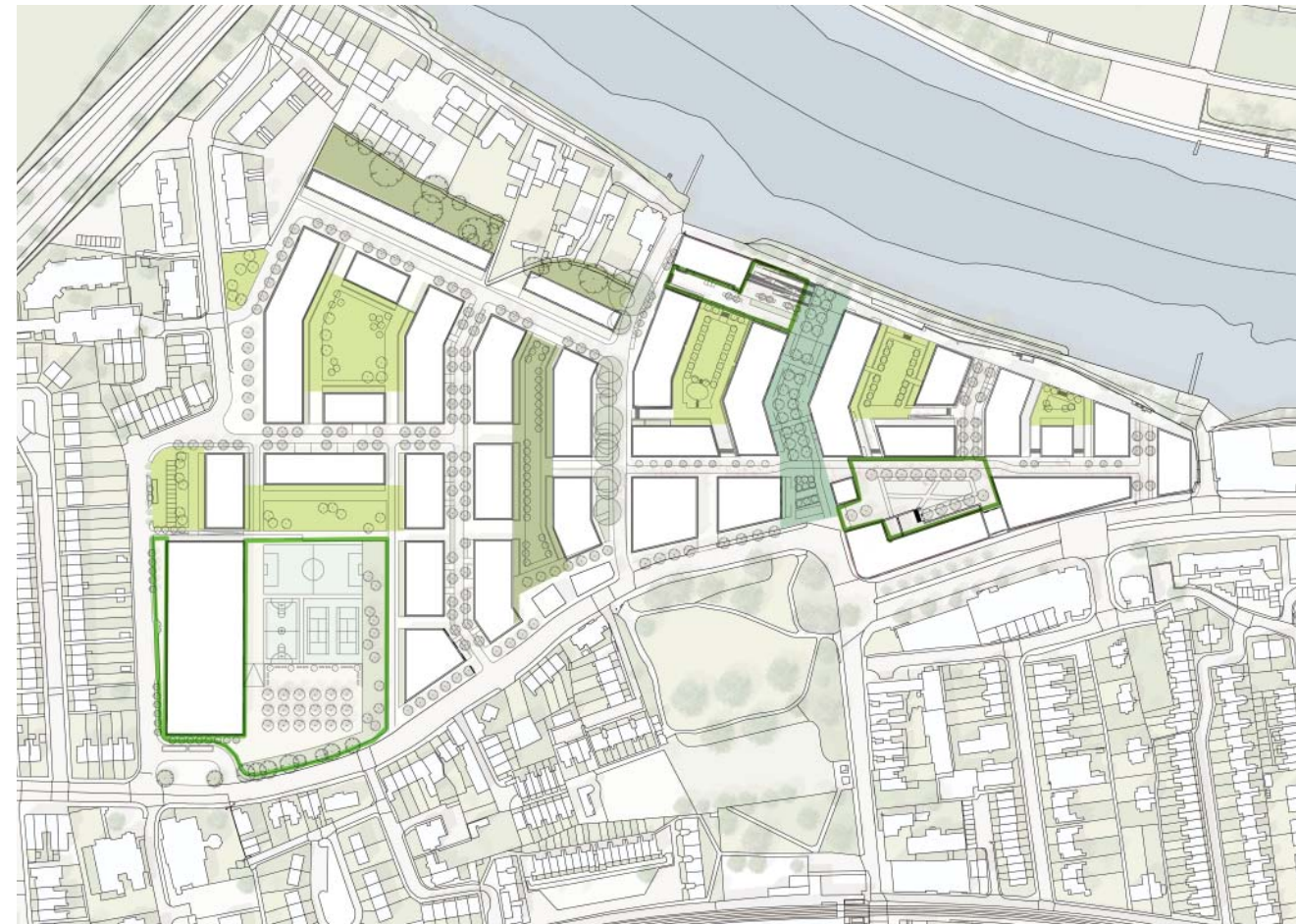
As well as the changes to the urban form, the development of a comprehensive landscaping scheme has enhanced the definition of links and connections across the site. This has also developed through the consultation period and is discussed more fully in the accompanying Landscaping Strategy document.

5.5 Public Space

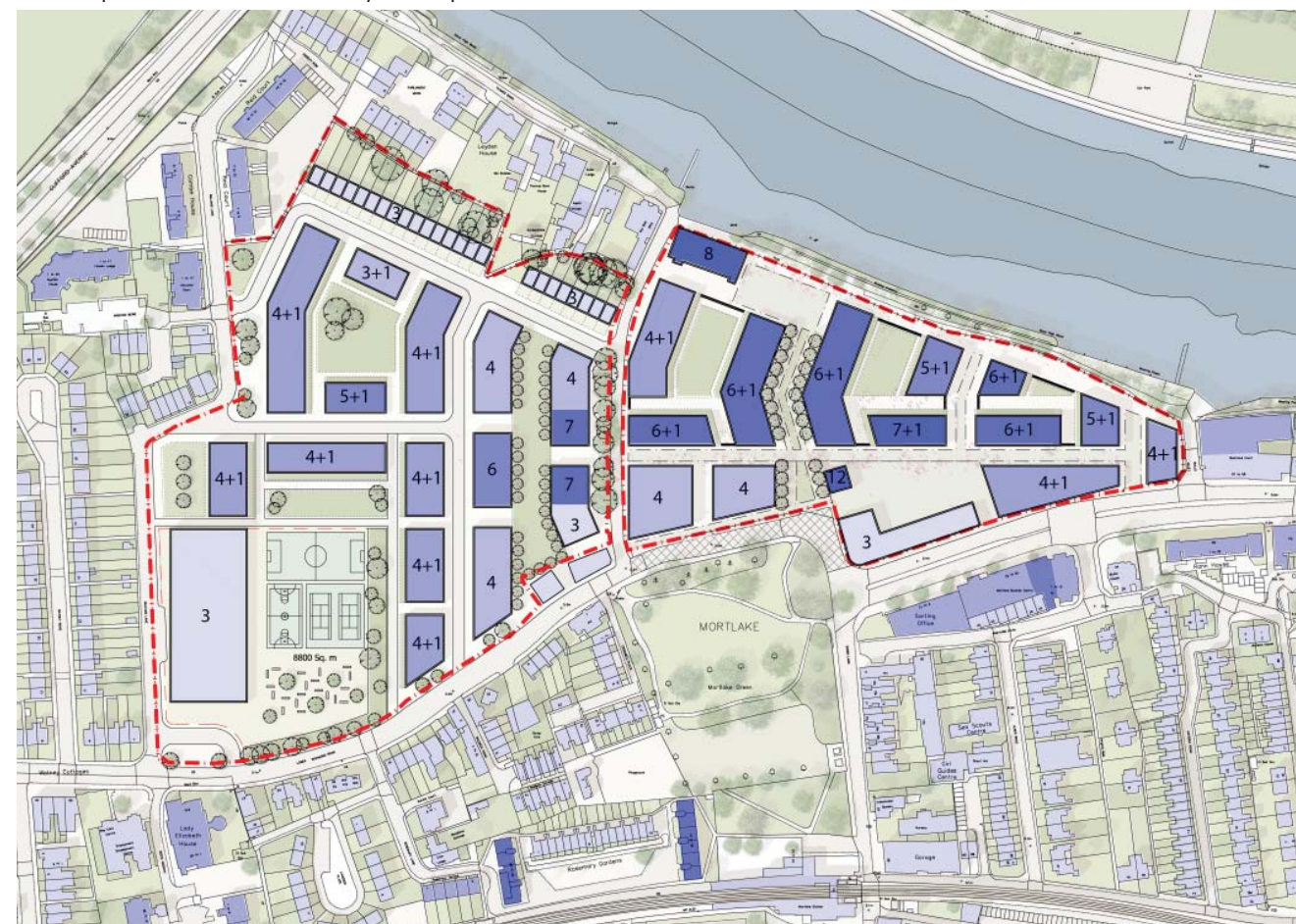
Although it was always the intention of the Applicant to have public space throughout the site, there was general apprehension from the general public, the consultation group and the local authority that, given the hierarchy of different spaces and routes through the site, that some may be private or semi-private. Initially, courtyards were considered to be more private, perhaps closed in the evening, but after the first consultations it was made clear that all areas are public realm without restriction. The only exceptions to this are the private gardens to the townhouses to the north-west of the site and amenity spaces at ground floor homes, which act as buffers to the main courtyard spaces.

5.6 Height and Massing

There has been concern communicated through the consultation process regarding the height and massing of buildings in parts of the site and this is related closely to a concern regarding the density of the development on the site. There were however specific points of concern from both the community and the local authority.



Landscaped areas identified in early masterplan



Early masterplan heights



Initial Character Areas

The first of these concerns regarded the height of the ‘campanile’ building, which marked the green link route to the river and also one of the main public squares. Its height at 14 storeys was considered generally as unacceptable and a lower building, that could still act as a marker, was considered. However, with the relocation of the ‘green link’ further west, to create a direct link from Mortlake Green, the need for a marker on the eastern side became less and the cinema building gained a new prominence. It now marks the entrance to the route, with a building form and appearance which makes it conspicuously different to the rest of the buildings, while remaining appropriate in terms of height and appropriate to its use and location.

The second issue raised was the height of buildings in relation to the Buildings of Townscape Merit, both on-site and adjacent (for example ‘The Jolly Gardener’s Pub’). The heights of the buildings in these locations have been generally lowered adjacent to the heritage buildings such as on Mortlake High Street and views of their relationship carefully considered to ensure they are not dominated by the new buildings.

The height of the buildings to the west boundary of the site were of interest to local residents and the local authority. These have buildings are of a very similar scale to the buildings in the context adjacent, some of which are three and four storeys.

The masterplan has reduced or maintained heights generally within the maximum height parameters of the Planning Brief and locates height at the centre of the site as the Planning Brief indicates. There is only one instance where a building exceeds these maximums and this is at three very specific locations on the corners of buildings, which do not have a significant affect on views or local buildings, but does add to the variety of building heights and adds to the legibility of the scheme as they mark key routes.

The resulting variety in heights has been modified and now generally follows the Planning Brief principles, providing well proportioned form throughout the masterplan.

5.7 Character Areas

Initially as part of the formation of the masterplan, different character areas were ascribed to different elements of the scheme. This was based on their location, form and uses. The first the new ‘high street’ with a focus on activity, retail and other non-residential uses including the cinema. The second was the ‘riverside’ character area with public spaces opening



Riverside



High Street



Square

Character Area Precedents

to the river and a range of narrow streets and wider routes. Thirdly, an area of 'gardens' was identified with more enclosed spaces and more intimate planting.

A 'quadrangle' character was proposed for the area around and incorporating the large element of the secondary school while the final area was a more formal square with an open garden space central and surrounded by buildings of a similar height and character.

These character areas were welcomed by all consultees in their conceptual stage but have adapted and changed with the evolution of the masterplan. The character of the detailed element of the masterplan has maintained much of the original intentions but has been adapted to incorporate more of the material influences of the context and precedents.

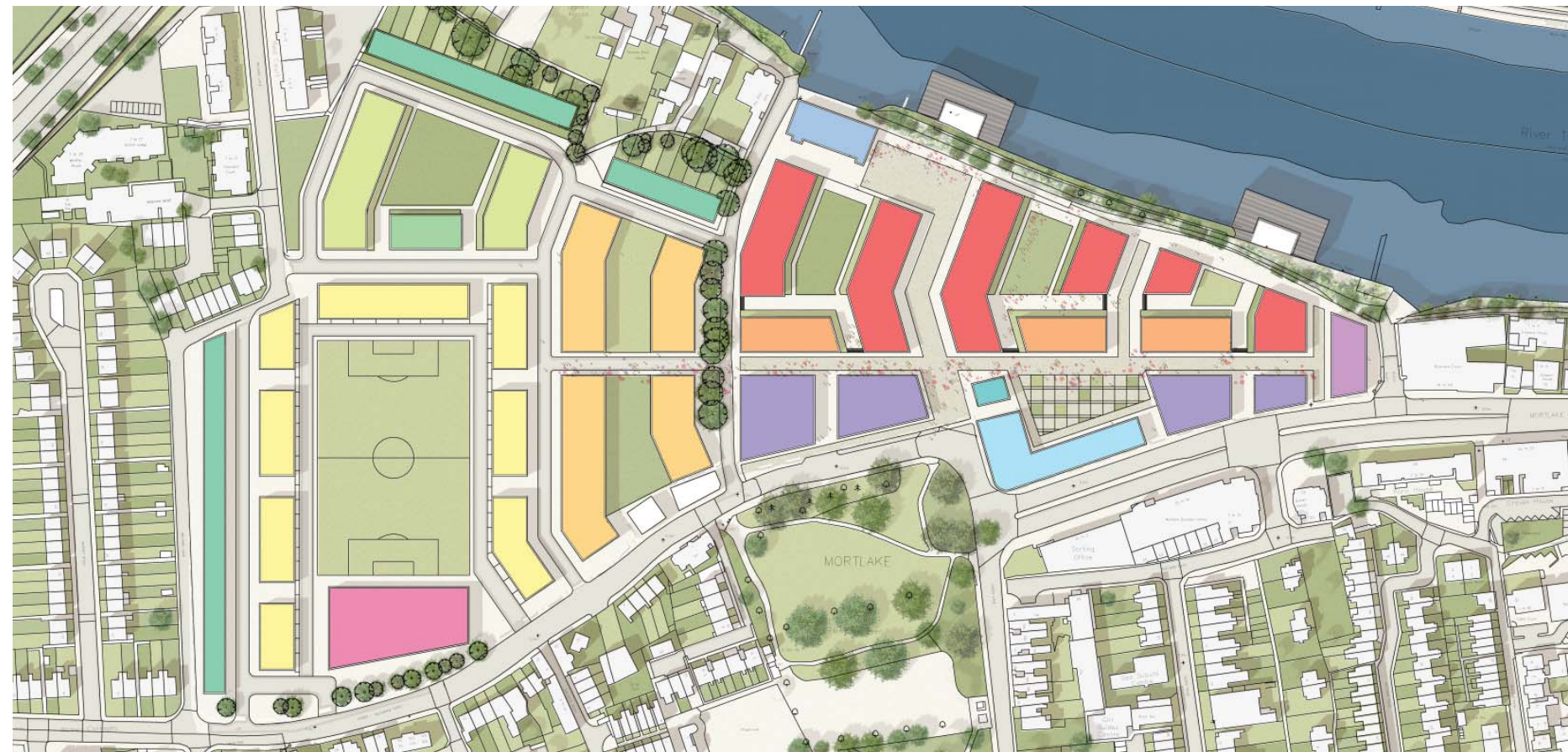
The 'high street' has maintained its character of activity and mix of uses but has developed with the use of the warehouse building typology to create a coherent and appropriate setting next to the existing warehouse building of the Bottling Works and the utilitarian Hotel building adjacent.

The 'riverside character area' has maintained its focus on public spaces next to the waterside, with a diversity of different routes through it. This area, however, has also evolved with the incorporation of an appropriate precedent for riverside housing with the mansion block building typology. This has provided a framework for incorporating different heights of building, different activities at ground floor and breaking up the mass of the buildings with varied facades and roofscapes.

The building typologies of the detailed element of the masterplan have developed and evolved from these initial character areas. The other character areas are in the outline area of the hybrid application and as such have not been developed but generally retain their form from the conceptual stage. They are described more fully in the Design Code for the Development Area 2 (see Design and Access Statement: Volume 3)

5.8 Land Use

The mix of uses has not altered greatly since the conceptual formation of the masterplan, as set out in the Development Brief. There has been the addition of a boat house for the use of a community rowing club and further to the initial inclusion of assisted living accommodation in the western portion of the site, a nursing home has been added in the care village area. A health care facility was considered but not included



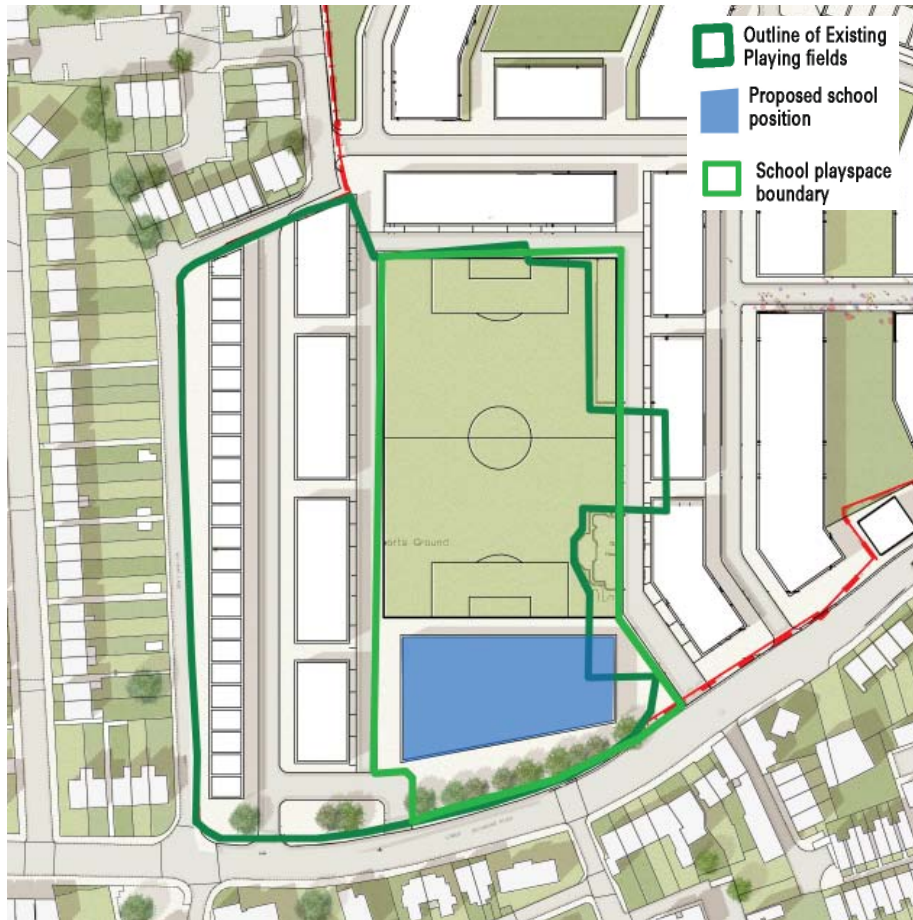
Initial Building Typology distribution

- Mansion Blocks
- Warehouse Blocks

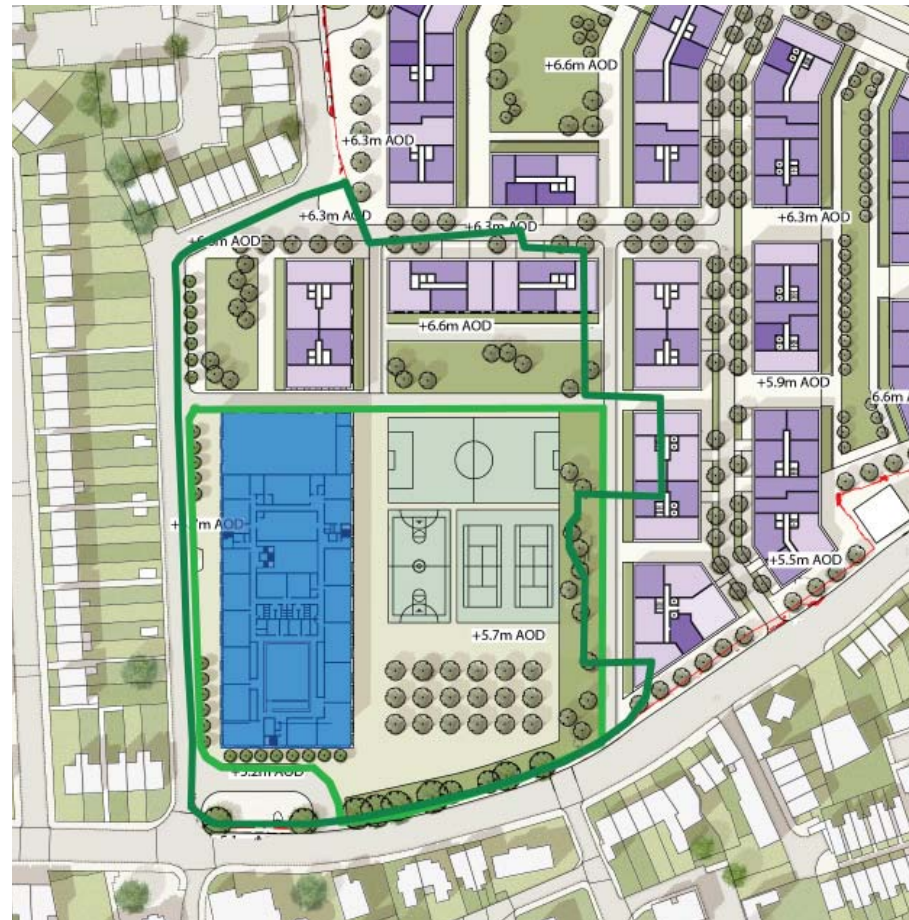


- Residential
- Retail
- Cinema
- Office
- Community
- Hotel
- Health Centre
- Extra Care
- Secondary School

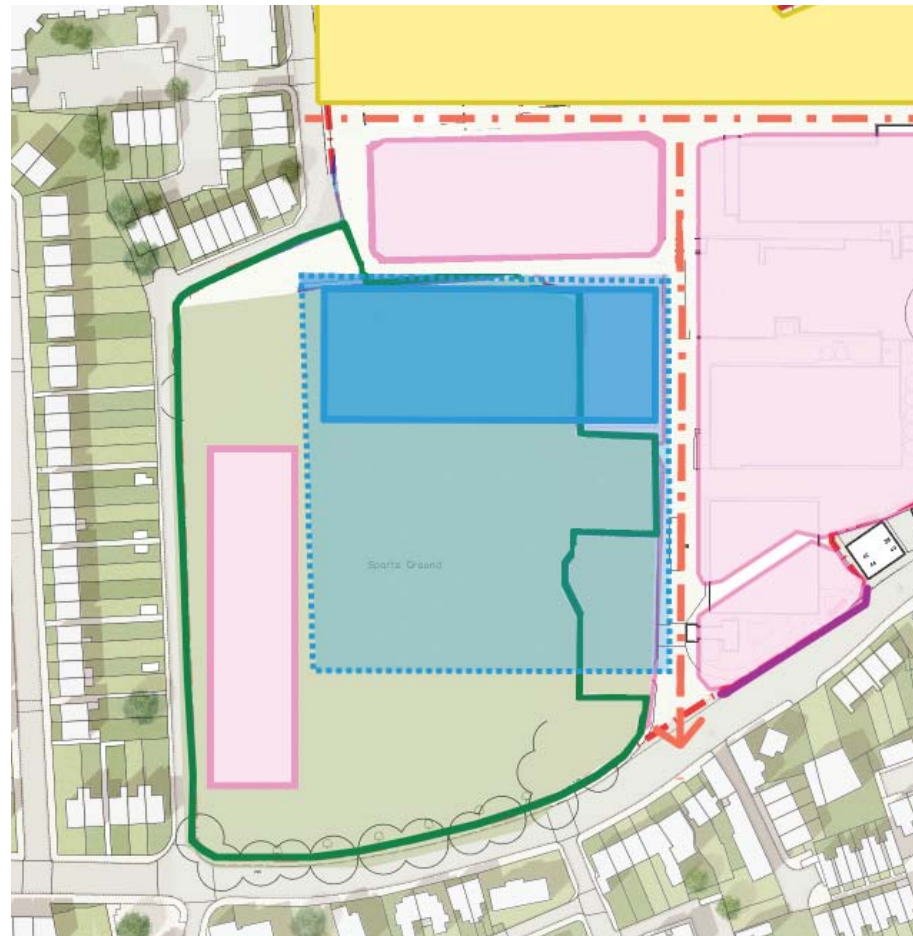
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First location for the secondary school with existing open space indicated



Second location for the secondary school



Secondary school to the north of the site with residential blocks to the west



Secondary school to the north of the playing field without residential to the west

in the current proposals. The location and quantum of uses has changed but all uses remain as initially indicated in the Development Brief.

5.9 Secondary School Location

The inclusion and location of a secondary school and its external play facilities has been the focus of much of the consultation with the community and the local authority. It was not accepted by some in the community that this site was a suitable location for a school. However, the local authority considered its provision was required within the site and this was confirmed by LBRuT cabinet in October 2015.

It has been noted above that initial concepts for the masterplan showed the secondary school on the south of the playing field. With this location, initially it was considered possible to have a grass playing field north of the school surrounded on the other 3 sides by housing. However, at an initial meeting with the Education and Skills Funding Agency (ESFA), the government body responsible for delivering new schools, it became apparent that the multi-storey school proposed, with a relatively small footprint, would not be acceptable. The sports field would also not be acceptable as a natural grass surface, due to its lack of resilience and the continuing costs of maintenance making it impractical. The position was also unacceptable to LBRuT as it prevented appreciation of the open space from outside of the site, something noted as important in the Planning Brief.

The next location tested for the school was locating it on the west of the playing field. This created enclosure and ensured views from the south would be uninterrupted. However there was concern from LBRuT and local residents, that the mass of the school was too great to be located close to the edge of the site. There was also concern from residents that school traffic would use William's Lane as a primary route, bringing a significant increase in traffic. This location was therefore also dismissed.

Following this, a position to the north of the playing field was investigated. This located the school away from adjacent properties and allowed views deep into the site from the south. In order to avoid a lack of enclosure to the west, a residential building was moved from the east of the playing fields to the west. By controlling traffic access this option avoided the need for direct access to Williams Lane for school traffic. The location of the school here also allowed both the provision of a full size football pitch and an outdoor Multi-Use Games Area

(MUGA). With a 3G pitch and carefully controlled floodlighting proposed for the school playing field, it would be suitable not only for school use but also by the community, in particular the local team, the Barnes Eagles, who currently used the private playing field once a week. Even with the provision of this size of pitch, with this location, it was still been possible to introduce a new public park to the south of the school. This achieves to an aspect the Planning Brief requirement for public access to open space in this location, while the playing field in the school grounds, although not public, could be used by the community out of school hours.

While the layout with the school to the north of the playing field had many benefits, it was considered to still have issues. Through further consultation with the local community and LBRuT it was appreciated that firstly the layout still located built form on the playing field. This was improved by the removal of the residential buildings which created a sense of enclosure to the west side of the site. However, the school position remained an issue as it conflicted with the indication on the Planning Brief, which did not show accommodation in this location. More minor issues were that the position of the school impacted more on local residents, as the entrance was close to Williams male and the location of the massing was also closer.

For these reasons the school was moved to it's final position on the east of the playing fields. This removed it from all but a small element of the open space on the Planning Brief, although it also took up less length than the residential buildings shown on the Planning Brief plan. The school's entrance is to the east of the building, well away from Williams Lane and the openness from Lower Richmond Road is maintained. Even with this arrangement, due to the dimensional requirements of the school and the football pitch with run-off, it is not possible to have two football pitches on the open space. However this is not what the school would require and the proposal will provide a very significant increase in use of the playing fields when compared to the existing condition.

The school can not be located completely outside the boundary of the existing private playing field, as this would have resulted in an unacceptable loss of residential accommodation to the masterplan. Even then the use of any of the playing field for external space for the school would have required that the grass would have to be removed and a more durable surface introduced. With the proposed location a sense of openness is maintained, public access is achieved where possible and community access will be possible to nearly all of the rest of



Final location of the school



Image of the proposed school on the east from across the playing fields and public park



The ground floor of the Maltings Building is a good location for a possible community use with connection to the new public square by the riverfront



It is hoped that a rowing club would be interested in using community facilities within the masterplan

the former playing field. For further description of the School and playing fields issue, please refer to the Open Space and Playing Pitches Assessment (OOPPA) produced by Gerald Eve and submitted with the Application.

5.10 Community Use

Community facilities have always been envisaged as part of the masterplan and from early iterations, the ground level of the Maltings has been identified as a good location which could possibly include a community use which would be prominent and be able to make use of the adjacent public space created, as well as being at the river's edge. In later evolutions of the masterplan, the potential for further community use was included in the form of a possible boat-house to the east of the site by Bull's Alley.



The proposed masterplan with building reference numbers



The proposed masterplan with mix of uses shown

- Residential
- Flexible Uses (retail, restaurant, services etc)
- Cinema
- Office
- Hotel
- Community Use
- Assisted Living apartments
- Nursing Care Home
- Secondary School

6.0 The Proposed Masterplan

6.1 Overview of the Proposed Development

The proposed masterplan incorporates both sides of the site and incorporates 22 individual buildings, three of which are the Buildings of Townscape Merit. The masterplan includes several routes through the site from Lower Richmond Road, Mortlake Green and Mortlake High Street, across to the River Thames. In particular there is the wider 'green link' which connects Mortlake Green with the public square by the Maltings building and the river frontage. A further public square is located on the new high street and adjacent to the rear of the historic Hotel and Bottling Works.

On the rest of the site buildings are mostly residential, located around courtyards, squares or gardens depending on their position. Forming its own urban form, the school has been located in the best possible position to maximise the benefits to the local community and minimise any disadvantages.

There is an extensive mix of uses to make this a vibrant heart for Mortlake and a layout to the masterplan aimed to create an exemplary new neighbourhood.

6.2 Use and Amount

6.2.1 The following uses are proposed in the development:

- Residential
- Office
- Flexible uses (A1, A2, A3, A4, B1, D1, D2)
- Cinema and Gym
- Hotel
- Secondary School
- Nursing Care Home
- Assisted Living apartments
- Ancillary management and supporting facilities, car parking, circulation, servicing and plant.

6.2.2 The total number of homes proposed is 667, of which a proportion will be affordable housing, comprising a mix of affordable rent and shared ownership tenures. Separate to this there are 150 assisted living units and an 80 bedroom nursing home

6.3 Density

There are a range of different measures to assess the density of a large site such as this and a variety of assessments of density have been carried out, which the Planning Statement goes into in more detail.

From the London Plan's Density matrix the indicated density for a site within an urban area such as Mortlake, with a PTAL transport rating of 2, is between 45-170 units per hectare and between 200 and 450 habitable rooms per hectare. The proposals are in accordance with the number of units per hectare and is only slightly above the number of habitable rooms. This is considered appropriate given the objectives of the Planning Brief to create a village centre and the layout and heights shown on the accompanying plan.

The Planning Brief itself, although it does not identify an appropriate density or number units, does indicate a possible diagrammatic layout and acceptable heights. From this, a hypothetical scheme compliant with the Planning Brief can be developed which indicates that a total unit number of 700 units would be quite possible, producing a density of up to 900 HR/Ha. Given the heights indicated as acceptable (a range of 3-7 storeys), it is implied that it was anticipated that the density would be above that of the immediate context but appropriate to a local centre and the heart of a village.

LBRuT and the GLA have been consulted thoroughly on the assessment and level of the density in the proposals and have confirmed that the method for calculating and the level of density generated are within acceptable parameters.

6.4 Response to Local Context

The urban context was the starting point for the development of the initial masterplan. Noting the stipulation in the Planning Brief that consideration of the urban grain and scale was a key issue. In the local context, the grain and scale of the local terraced streets, that run generally north - south, are typical of much of Mortlake.



Masterplan showing the residential buildings and areas included in the density calculation, non-residential areas and the public park were excluded in line with the Macreanor Lavington method of calculation accepted by the GLA.



Riverview Mansion Blocks in Barnes have a similar density to that proposed



Hypothetical Planning Brief Compliant Scheme



Townscape view looking east from Thames Bank showing the analysis of how the buildings respond to the local context



Townscape view looking north on Sheen Lane showing relationship of heights in the local context

An initial response was to apply the pattern of these streets across the site to show the scale of the site and also to show that although the pattern of street-building-garden created a hierarchy which could be developed on, there was also the need for other spaces, more appropriate for the village heart. The initial street pattern suggested in this way was then developed into creating the new routes from the existing village to the riverside, creating the permeability that had been limited by the Brewery enclosure.

The analysis of building heights in the local context showed that there was a variety, with many local buildings being 3 storeys but also many on Mortlake High Street to be 4 storeys. It was also noted that one of the most prominent buildings in the area was still the Maltings Building. It was identified from this that while buildings should not extend to a height where they were dominating the heritage assets, the heights of up to 7 storeys in the Planning Brief were suitable, in order to create a variety of building heights but also mark the new neighbourhood as the new centre and deliver the mix of uses aspired to.

The urban context has also had an important impact on the development of the design, through careful assessment of the proposals from agreed local viewpoints from surrounding the site. This ensured that the proposals sat comfortably with the local context and in relation to neighbouring buildings.

The environmental conditions of the local context have also been considered and affected the design proposal. One of the initial considerations in the design of the masterplan was the flood risk level set by the Environment Agency (EA). The levels have been designed to take into account the EA's reference level to allow for flood levels in the year 2100 which is 6.03 AOD, with higher water levels. This resulted in the setting of a level for the river defence barrier at 6.03m AOD, routes through the site to non-flooding areas of generally at least 6.03m AOD and a minimum level for residential accommodation of 7.03m AOD. Access to car parks is above the 6.03 AOD reference level or has flood barriers in place to allow for breach condition flooding.

Other consideration with regard to the local context was the treatment of interfaces with surrounding landscaping including in particular the tow path to the north of the site and Mortlake Green to the south but also Williams Lane, Ship Lane and Bulls Alley; the streets to the east and west of the site. The landscaping proposals include proposed improvements to these areas to enhance access and safety.

6.5 Rationale for Urban Structure

The urban structure addresses the aspirations of both the adopted LBRuT Planning Brief and Applicant's Development Brief, providing a framework which facilitates permeability and legibility, creates spaces with vitality and draws on the initial concepts of breaking down the site into different character areas based on use.

The starting point for the masterplan's urban structure, as described above, responded to the local structure of terraced streets with the primary aim of creating permeability through the site from Lower Richmond Road and Mortlake High Street to the the River Thames.

These routes are formalised into streets which, similarly to the now widened existing route of Ship Lane, 'bend' to be perpendicular to the road at the south and the river to the north, accommodating the difference in an angled street form. This introduces an element of surprise when moving from the road to the river, with the view becoming apparent as you move through the site. The exception to this is the central 'green link'. This has been widened to create a principal route at the heart of the scheme. This space is both park and street and leads from Mortlake Green directly to the riverfront. It provides a heart to the scheme which connects up many of the further elements described below.

As well as the larger routes to the river, there also other more meandering routes which are smaller and more intimate. These pass through the smaller openings between blocks to enter the garden courtyards and on to the river front path. All those routes are public and accessible.

In contrast with the routes created to the river, there are transverse routes which principally help to define different uses or spaces. The main route of this type in the eastern part of the



Urban structure defined by permeability through the site



Different routes through the site: the central Green Link, the new widened Ship Lane and the smaller secondary route through the courtyard



The reintroduced Thames Street which is the main transverse route creating a new high street



The new Bottleworks Square allows space for the activity of the new high street to spill out

site is the new high street, the reintroduced 'Thames Street'. This defines the principally residential blocks to the north and the more commercial buildings to the south. It provides a pedestrian centred street, free from the traffic of the existing Mortlake High Street. It is narrow enough that it will have a liveliness even without large numbers of people and will facilitate moving from side to side. It gives access to a mixture of shops, cafes, restaurants, the cinema, a small supermarket and other local services. On the western side of the site the transverseroutes are principally to aid permeability but the central route does define the separation between the secondary school and its external spaces to the south and the residential blocks to the north.

In addition to this initial structure, public open spaces were created adjacent to the primary heritage buildings on the site, the Maltings and the Bottling Works and Hotel building. This created a public square to the edge of the riverside at the north, addressed by the side of the Maltings and connected back through the site by a principal route. This square is 60m x 40m and due to it's orientation parallel to the river edge, allows a panoramic view of the river from Chiswick Bridge to Barnes Bridge. This will be an ideal location to view the finish of the Oxford-Cambridge boat race with wide steps creating a permanent 'grand stand'. The other public square, created adjacent the Bottle Works and the Hotel building, is framed by these buildings to one side and the new high street to the north. This allows the high street, which is intentionally narrow, to flow into this more expansive space. This will allow the liveliness of the high street to extend into the square and support activities here such as weekend markets, seasonal activities such as ice skating or public events.

Together with the new squares, which are the focus of public activity, quieter open spaces are located to the 'rear' of the residential blocks formed by the principal routes and through which the more meandering routes pass. On the eastern side of the site these take the form of three large garden courtyards, one of which is enclosed by the Maltings building and the other two which open up to the riverside. These courtyards are at a higher level than the surrounding streets creating higher internal spaces for retail units to the street and lower heights appropriate to homes to the rear courtyard. This allows the courtyards to accommodate the requirements for flood level protection of the residential accommodation and also provides an element of seclusion, separate from the busier routes to the other side of the buildings. These courtyards are landscaped with residents in mind but all these spaces are open to the public.

On the western part of the site the larger landscaped spaces are more disparate, relating more to creating a different character for each collection of buildings: a linear garden between buildings of the care village; a more open garden square to the northern buildings, to the south the open space of the school's external space.

The urban structure of the masterplan creates a diversity of spaces and character areas connected by a clear framework of routes which provide the parameters for the built form.

6.6 Rationale for Height and Massing

The heights of the proposed buildings in the masterplan range from three to seven storeys with small elements rising above this to eight storeys. The height and massing of the proposal has generally been based on the heights indicated in the adopted Planning Brief. This is reflected in the fact that there are few places that the heights proposed are not in accordance with the Planning Brief. The plan opposite indicates the heights that are above those set out in the brief and those that are above are only so by one storey.

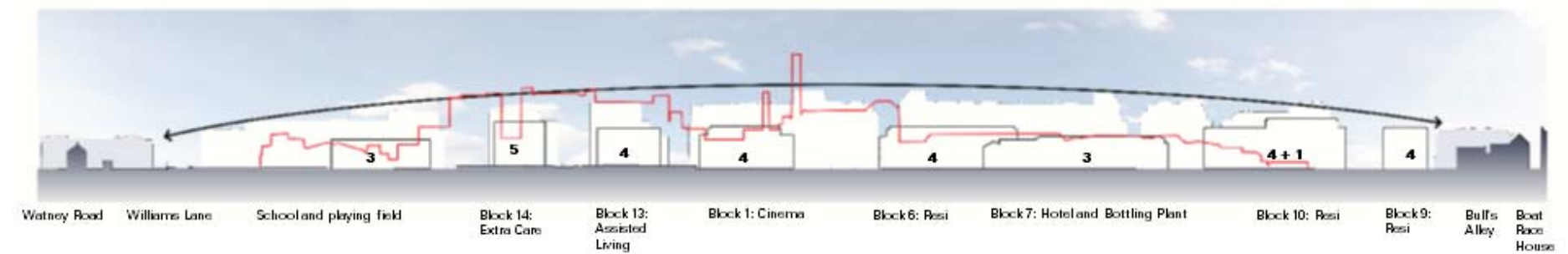
The proposals accord with the general principal that height should be greatest in the centre of the site and that height of new buildings should preserve the preeminence and character of the heritage buildings, in particular the Maltings. The site sections clearly show that the proposals rise to the centre of the site and drop significantly to the edges of the site to the east, south and west.

One area where the proposals differ from the Planning Brief's guidelines on heights and massing, is with regard to the relationship of height and the river frontage. The brief suggests that the height of buildings should 'diminish towards the perimeter of the site and the riverside' and that buildings along the riverside should avoid continuous development and should not 'dominate the towpath and the riverside environment'. Buildings should 'create physical and visual permeability; and allow daylight and sunlight onto the towpath and riverside setting'

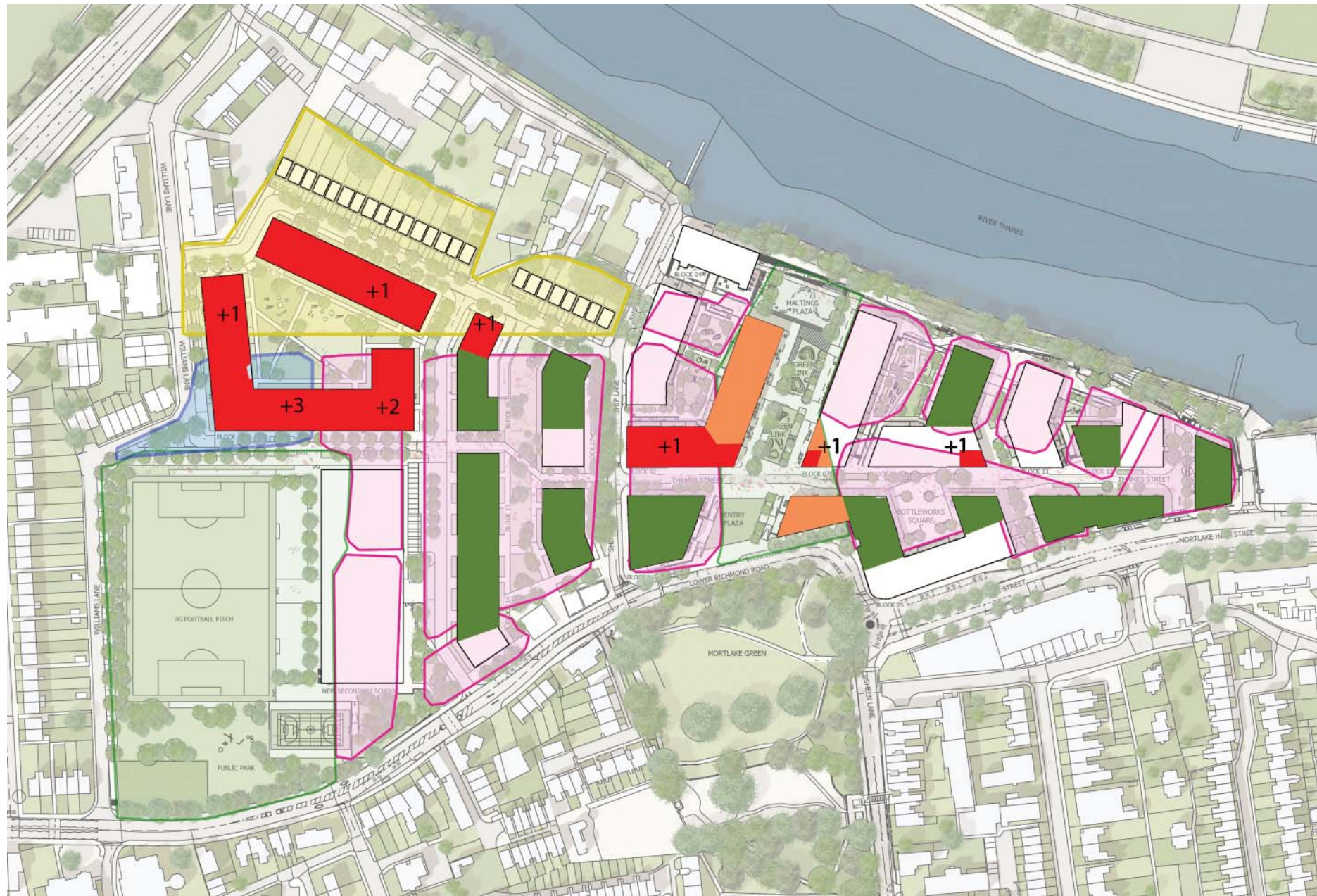
While on most of the perimeter (to the east, south and west) the proposed buildings do diminish to the boundary with the local context, to the north adjacent to the riverside, they do not step down significantly but rather address the river frontage.



Proposed masterplan heights



Section through the proposals showing the height generally diminishes to the perimeter



Proposed masterplan heights with those above the Planning Brief shown in red and those below the maximum height indicated in the Planning Brief in Green.

This has been a conscious decision based on the analysis of the historic use of the site, precedents in similar locations on The Thames and an assessment of the townscape views. There are several reasons for this which justify a departure from the Planning Brief in this area.

The historic riverside - the history of the site is one of industrial use and the buildings that have been on the site by the river were often of considerable height at the riverside. This is shown in the last remaining building, the Maltings, which rises 28m from the rear of the tow path. Historically, the Maltings has been one of a number of brewery buildings of a similar scale, including a late 20th century building which was higher than the Maltings. While the proposals do not want to have buildings that dominate the river frontage, it must be recognised that the historic condition of this area was not one of buildings diminishing to the path or riverside.

Mansion Block Precedent - As part of developing a typology for the buildings within the masterplan, it was important to look at previous successful approaches to addressing the riverfront with apartment buildings. While there many modern examples of buildings that both stepped back from the riverside at ground floor and then stepped back further at the upper levels. These were not successful in producing a sense of place and an appropriate sense of enclosure at the riverside. What was much more successful were the riverside mansion blocks, described more fully in Section 6.9 below. These stepped back enough not to overshadow the riverside but were prominent enough to bring character to the river frontage. The modelling of the historic riverside mansion block's facades breaks down the massing of the frontages to the river. The levations of the proposed buildings is also detailed to include setbacks, bays, balconies and other modelling which break down their massing.

Contemporary Precedents - There have also been more contemporary developments that have successfully located buildings with height close to the riverside. In particular, the development at Fulham Reach, which is in relatively close proximity to the site and in a similar context. This has both contemporary buildings and buildings with a warehouse character close to the rear of the riverside path and they extend to seven storeys with a further storey set back. This does not overpower the path on the river front but instead creates a variety of spaces adjacent to the path which allow the vibrance and activity that the Planning Brief anticipates. We consider this as a particularly positive approach when considered in relation to other recent developments which have stepped



Historic mansion block by the river at Ranelagh Gardens



Contemporary precedent at Fulham Reach



Less successful diminishing form at Battersea Reach

buildings back from the riverfront such as Battersea Reach. This stepping approach does not produce any particular benefits for the waterfront but does introduce a quite alien building form that has no link to traditional riverfront architecture.

Building Design - While the proposed buildings do not diminish to the river to the extent that RBRuT have requested, we consider that there are elements of the design of these buildings which are successful in reducing the impact on the river front. Firstly, the buildings avoid a continuous line of development, as requested by the Planning Brief and allow relief along the path with access to residential landscaped courtyards and a public square as well as routes through the site to Mortlake High Street. The effect of this is that the majority of the frontage open without buildings. Secondly, the buildings do have variety of height along the frontage and differing roof and facade forms which visually reduce the impact on the river front. These do step away at the upper levels and ensure the massing recedes at this level. Finally, the frontage of the buildings has been modified following consultation with RBRuT to create more variety of frontage line and better circulation between the buildings and the river wall. It should also be remembered that although dimensions are considered to the boundary wall, beyond this there is considerable additional distance to the river's edge, in many places over 20 metres.

Townscape Views - It was agreed at early planning consultation meetings that the height of the buildings, including those along the river frontage, would be considered in terms of the agreed townscape views as to whether their mass and bulk was acceptable. These views have now been produced and are included in the EA documents and also shown opposite. They show that the Maltings maintains its dominance, that the massing diminishes to the east and west of the site and it is also clear that the massing generally rises to the centre of the site from the river, although there is also variety in height on the river.

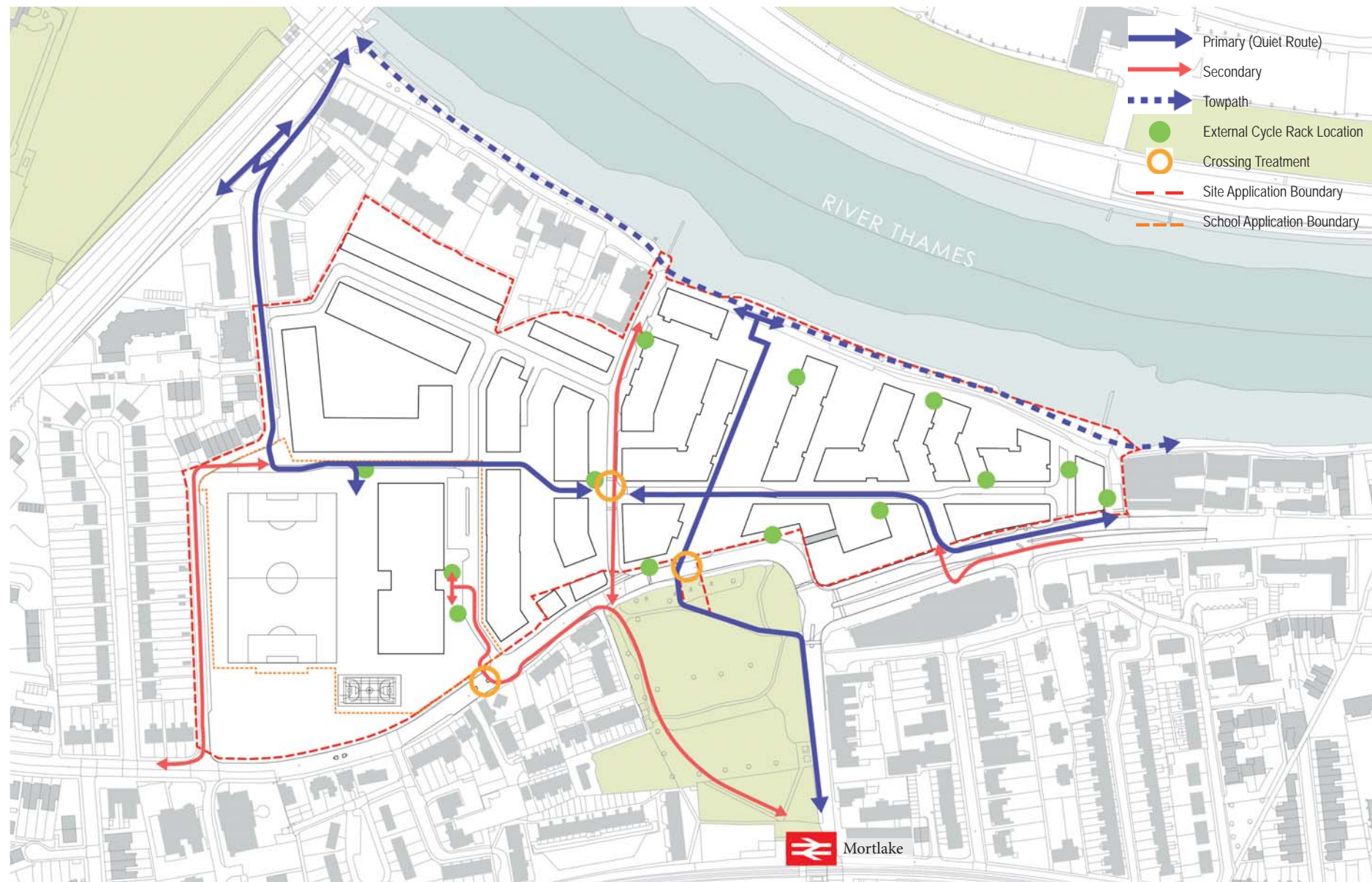
On the basis of the above justifications we consider that the proposals are a positive approach to the river's edge and that they do not conflict with the objectives of the Planning Brief of creating a pleasant, active and accessible river front.



View from river of proposals showing discontinuous frontage, roof diminishing, and roof heights varying



View from east of the site showing the buildings sitting comfortably in their context



Site circulation diagram



Building typologies with Mansion Block in purple, Warehouse in buff, the Cinema in orange and the heritage buildings in grey.

6.7 Site Access and Circulation

The proposals have carefully considered access for pedestrians, cyclists and vehicles to ensure ease of access for all and avoidance of conflicts. There are many pedestrian access points, with the introduction of permeable routes through the site. The principal connection into the site is at the Green Link with a new large crossing of Lower Richmond Road but there are also crossing points further to the east and west to link with the other primary routes from Mortlake High Street to the riverfront. There, crossings over Lower Richmond Road and Mortlake High Street will allow this previously isolated area to be accessible and allow unobstructed access to the river. The main cycle route also passes through the Green Link and uses the new crossing with other secondary routes defined.

Vehicles can enter the area at the existing roads on Ship Lane and Williams Lane but also the new road opposite Walbeck Road and at the end of the new Thames Street (with controls). There are three basement car park entrances, located at Mortlake High Street, Ship Lane and in the Development Area 2 off the new road mentioned above. Vehicles are generally restricted within Development Area 1, which is a pedestrian dominated environment. However, within this zone there will be controlled access for service and delivery vehicles, refuse vehicles and emergency vehicles. The routes of these vehicles have been defined in the Landscaping and Transport Statements and these also provide further details of the controls on traffic within the site.

6.8 Building Typology and Character

The building typology has developed from the early concept of character areas based on location and uses. The building typologies draw on and develop these concepts in particular for the detailed element of the hybrid planning application, while the outline section of the application is considered at a more strategic level.

The building typologies reference those common to other riverside locations in the wider area, rather than only buildings on or around the site. These typologies have been chosen for their appropriateness to the uses and scale of the buildings indicated by the Planning Brief.

For the detailed element of the hybrid planning application there are three building typologies: 'Warehouse' buildings,

'Mansion block' buildings and separate to these two main types, the third is the cinema building which has its own typology and character.

Warehouse Typology - These buildings are mostly located along the southern part of the site by Mortlake High Street. They draw on the heritage buildings on the site as well as a more archetypal warehouse modulation of the facade into vertical stacks of wider windows with solid brickwork walls between, punctuated by punched-hole windows with a vertical orientation. Traditionally, warehouse buildings would often have a more open base and a defined parapet cornice, frequently with panels for building names. These buildings contain a mixture of uses but are mostly residential above ground level with a mixture of retail, office and community uses at ground level.

Mansion Block Typology - These buildings are located to the north of the detailed element of the application. They relate directly to the river frontage and the three courts created which open up to the river. They draw on a number of prominent examples along the river such as, Digby Mansions at Hammersmith Bridge, Ruvigny Mansions, Putney and Hurlingham Court, Fulham. These exhibit characteristic features of mansion blocks such as bay windows with balconies between, gables, dormers and chimneys at roof level and predominantly brick facades. They use modulation of the facade and roof line to reduce the impact of massing, breaking up heights of between five and six storeys.

The mansion block buildings within the detailed application area are a contemporary interpretation of the traditional mansion block but retain the elements identified above. The typology allows for variation and modulation across the facade which allows greater flexibility in relating the facade and internal layouts of apartments.

Since the pre-application stage the typology has been developed and simplified in terms of the language of the different buildings. This consistency of approach to all blocks in the typology has been counterbalanced by the introduction of distinctive features between the three different courts. Each set of buildings around a landscaped courtyard will have a different brick colour while all remaining in a red tone. Each will have correspondingly different colouring to metalwork and window frames and each will have different detailing to feature brickwork panels and decorative balustrades. This will give each court a clear identity while remaining within the overall mansion block typology.



View of the Mansion Block Typology around the residential garden courtyard



View of the Warehouse Typology from Mortlake High Street



View of the Cinema Typology from Lower Richmond Road



View of the Maltings Square showing the possible home for the relocated memorials

Cinema Typology - This unique feature of the masterplan, although only one building has a separate typology which reflects its quite different use and implications on facade treatment. It is also in a very prominent position in the layout of the masterplan, located at the corner of the green link down to the riverside and addressing the entrance piazza at it's threshold.

Given its use, the building draws particularly on the heritage of cinema design and in particular the art-deco heyday in the 1930's. These cinemas often white render or faience tile, feature grand entrances with variations on proscenium arches and horizontal canopies, and have more restrained and often solid side elevations, where the auditoria are located.

The proposed typology follows this precedent, with a grand entrance and horizontal canopy. This horizontal is continued around the whole of the building and above this there is a generally solid wall with distinctive scalloped bays, breaking up the massing of the building. The massing is further broken up by the inclusion of as many window elements as possible in the scalloped bays and below the canopy line.

6.9 Heritage Buildings and Items of Historic Significance

The three heritage buildings (Buildings of Townscape Merit) on the site, which are the Maltings, the Hotel and the Bottling Works building, are retained and re-used but with new internal structure. This will allow them function in their new uses while retaining their external appearance. Their facades will be repaired and enhanced except where of very poor quality, such as the rear of the Bottling Buildings and the lower part of the Maltings east facade. Interventions are proposed and these are defined more fully in Design and Access Statement Vo 12: Detailed Design.

The plaques and memorials on the existing site which are items of historic significance have been retained and have new locations in the main public spaces of the masterplan, on the side of the Maltings Building facing onto the new Riverside Square.

6.10 Technical Considerations

6.10.1 Parking, Servicing and Refuse

Nearly all of the parking is provided at basement level, accessed by three ramps across the masterplan which distributes traffic more equally. Parking has been removed from Ship Lane but replaced by parking at a widened William's Lane. Servicing is at surface level with access routes minimised and access controlled to minimise vehicle access to the mostly pedestrian areas. Refuse is collected at basement but brought to bin stores at ground level of each building cluster, where it is removed by refuse vehicle.

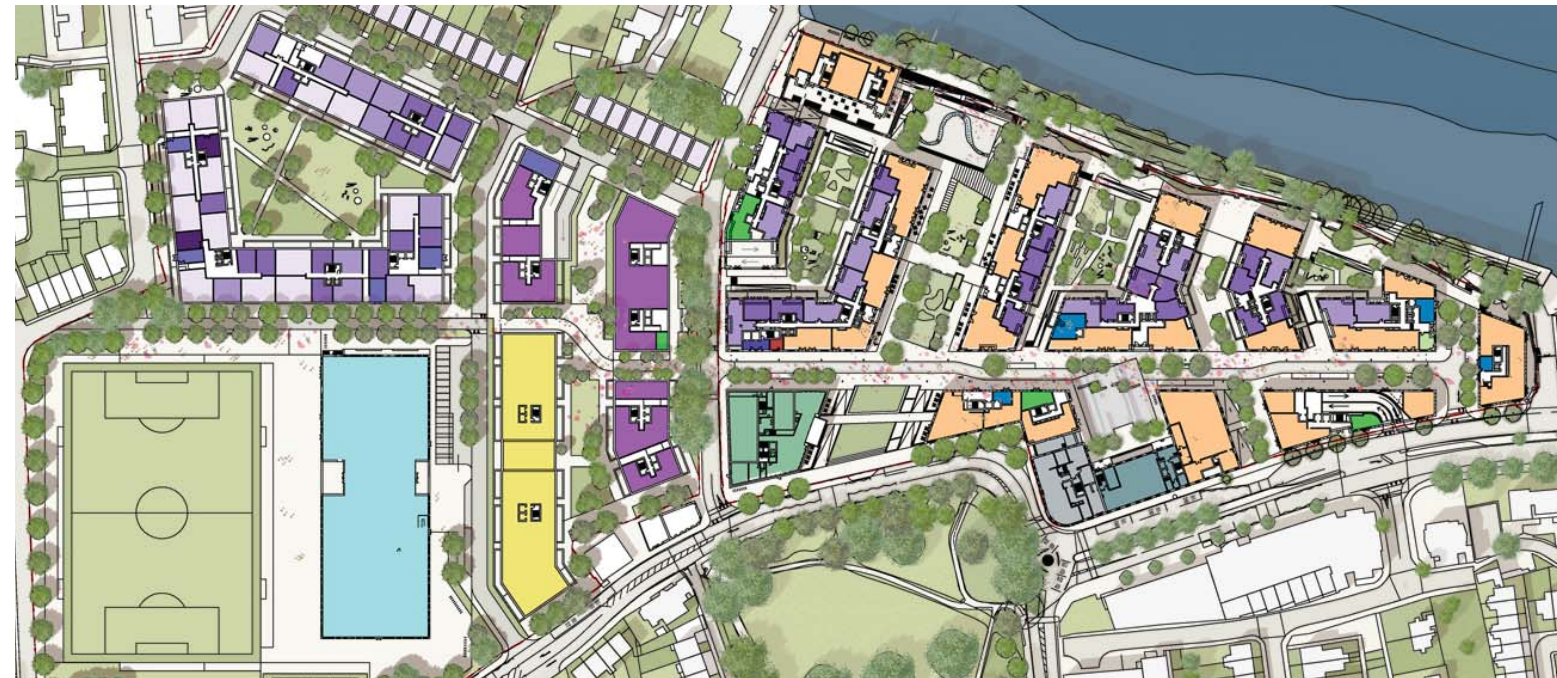
6.10.2 Site Management

A Site management Kiosk is located to the eastern end of the new high street. This is easily visible and accessible for residents and visitors and can also monitor access for vehicles into the pedestrian controlled zone.

6.10.3 Key Sustainability and Renewable Energy Commitments

The following features have been incorporated in order to maximise the energy efficiency and minimise the carbon emissions of the proposal:

- Adopt passive design measures through specification of glazing, insulation and air permeability in order to avoid heat loss.
- Adopt energy efficiency measures including efficient and carefully controlled space heating systems, efficient low-energy lighting, efficient mechanical ventilation with heat recovery, appropriately insulate pipework and ductwork and provide variable speed pumps and fans.
- Implement a single energy centre to serve Development Area 1 in order to minimise CO2 emissions.
- Provide a solar PV system at roof level of the buildings to further reduce CO2 emissions.
- Waste recycling will comply with minimum statutory standards.
- Water efficient fittings provided in all apartments.
- Responsibly sourced materials will be utilised wherever possible.
- Energy efficient white goods and equipment will be specified
- Ecological enhancements will be incorporated, including more green space and more trees.
- A BREEAM rating of Excellent is being sought.



Ancillary servicing uses at ground floor



Landscaping masterplan proposal