

2.0 PROPOSED DEVELOPMENT AND SITE CONTEXT

INTRODUCTION

- 2.1 In accordance with the EIA Regulations¹ this Chapter provides details of the proposed development including details of the existing Site, planning context and the alternative development proposals and locations considered.

SITE CONTEXT

Site Description

- 2.2 The Site covers an area of 4.69 Hectares (Ha) and is centred on National Grid Reference TQ 0030585, OS Co-ordinates 550309, 158566.
- 2.3 The Site is in a predominantly residential area and within walking distance to local shops, nurseries, schools, and public transport.
- 2.4 The Site is a rectangular area bordered by Ashburnham Road, Ham Street, Wiggins Lane and Woodville Road. The current buildings on site are a series of three, four and five storey residential blocks, providing 192 homes. The buildings are brick with pebbledash and have flat roofs. The estate is served by two roads which wind their way between Ashburnham Road and Woodville Road. The Youth Centre and Ham Clinic sit within part of the existing development however Ham Clinic is not included within the Site.
- 2.5 Two green spaces bookend the Site – Ham Village Green and St. Richards’s School Playing Fields. Ham Village Green sits within the Site boundary and is designated as Other Open Land of Townscape Importance (OOLTI) and Public Open Space (POS), in the development plan. The Site includes an area to the southeast of Ham Village Green which currently provides recycling facilities and serves as a carpark.
- 2.6 The western edge of the Site sits outside the current boundary of the estate. This is a strip of land with an area of 1630m² and comprises:
- The northern section currently encompassing a section of the Woodville Day Centre car park and service yard (460 m² of hard standing), and a section of the Day Centre’s Garden space which is accessed directly from the adjacent Day Centre building (500 m² of soft landscaping).
 - The southern section, encompassing an underused section of the St Richards Church of England Primary School Playing field (670 m²). The land is not publicly accessible and its inclusion within the development area will not reduce the extent of public open space within the area. This area of land, whilst designated as playing field, is not part of the school’s functional playing field space and is not occupied by any the school’s marked out sports pitches or their run-off areas.

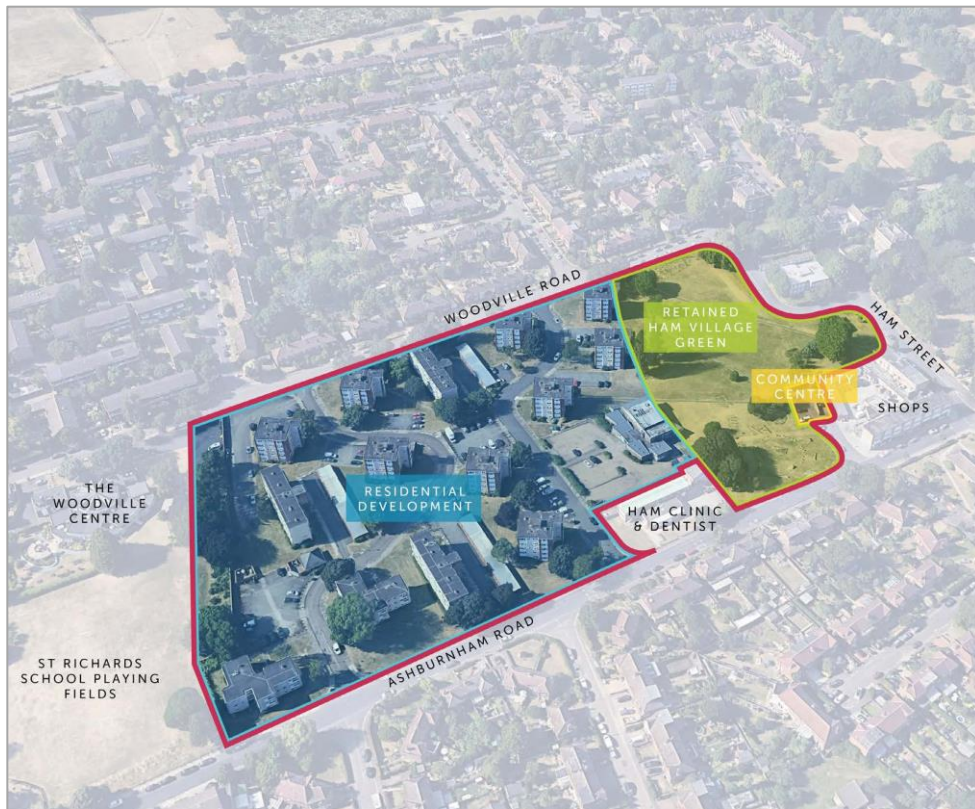
2.7 An existing Site plan is provided at Figure 2.1 below.

Figure 2.1 Existing Site Plan



2.8 An aerial view of the Site and adjacent areas is provided at Figure 2.2 below.

Figure 2.2 Aerial view of site and adjacent areas



- 2.9 The surrounding area is largely a low density residential character, comprising a mix of two and three storeys housing and blocks of flats, interspersed with civic buildings. To the east of the Site, along Ham Street, more historic buildings are located, containing various 18th century listed mansions, terraced cottages and almshouses with a mix of styles and traditional materials.
- 2.10 The area of Ham and Petersham is defined by the wider setting on a bend in the River Thames, and broad belt of open land, including Ham Lands, designated as a Site of Importance for Nature Conservation (SINC), Metropolitan Open Land (MOL) and POS. Ham House and Richmond Park are nearby landmarks and visitor attractions. Richmond Park has protected status as an important habitat for wildlife. It is a European designated Special Area of Conservation (SAC) and a National Nature Reserve (NNR) as well as Site of Special Scientific Interest (SSSI), and Registered Park and Garden (RPG) – Grade I. Ham Parade is identified as a local centre in the Ham and Petersham Neighbourhood Plan (2018-2033)², and Ashburnham Road, Ham Street/Back street are all Parades of Local Importance (as identified in Richmond upon Thames Local Plan) that exist along with other local clusters of shops, schools and local services across the area.

Transport

- 2.11 The 371 bus has a stop along Ashburnham Road on the southern boundary of the Site. This route runs between Kingston and Richmond Rail Station, and the service operates

at 8-9 minute intervals during peak service hours. Bus routes K5 and 65 also operate in the vicinity of the Site, providing connections to Richmond and Kingston.

- 2.12 There are no train stations within typical walking distance (800m). The closest railway station to the Site is Richmond Railway and Underground Station, approximately 3km away, which is currently approximately a 20 minute journey on the 371 bus, an 11 minute drive by private car, or a 50 minute walk. Richmond Station is a National Rail station on the Waterloo to Reading Line (South Western Railway), District Line and North London lines. There is also a London Underground and London Overground station at Richmond Station, with the next station being Kew Gardens for both.
- 2.13 This Site is not within a Controlled Parking Zone (CPZ). Existing parking on site comprises 228 informal parking spaces and 47 garages.
- 2.14 There is a small parade of shops as well as a Tesco Express to the west of the Site. Further shops and pubs are located on Ham Street. NHS facilities, Churches, a Primary School and Secondary School are adjacent to or within a 5 minute walk from the Site.

Geology and Hydrology

- 2.15 British Geological Survey (BGS) mapping indicates that the underlying superficial geology beneath the Site consists of River Terrace Deposits which comprises sand and gravel and is classified as a Secondary (A) Aquifer.
- 2.16 BGS mapping indicates that the bedrock geology beneath the Site consists of Thames Group, which comprises of clay, silt, sand and gravel and is classified as Unproductive Strata.

Flood Risk

- 2.17 According to the Environment Agency's (EA) Flood Map for Planning the Site is located in Flood Zone 1. An area within Flood Zone 3 is located approximately 400m to the northwest. There are no records of historic flooding at the Site.

DETAILS OF THE PLANNING APPLICATION

Planning Description

- 2.18 As is stated in Chapter 1.0 the application proposal is referred to as '*the proposed development*' and comprises the following:

'Demolition of existing buildings on-site and phased mixed-use development comprising 452 residential homes (Class C3) up to six storeys; a Community/Leisure Facility (Class F2) of up to 3 storeys in height, a "Maker Labs" (sui generis) of up to 2 storeys together with basement car parking and site wide landscaping'

- 2.19 The proposed development will therefore result in the demolition of 192 residential homes and the demolition of the existing Youth Centre; both of which will be re-provided on-site (community centre).

The Masterplan

Masterplan Concepts

Open Space and Connections

- 2.20 The masterplan has been developed from an overriding key concept of a green spine running horizontally through the Site on the south-west, north-east axis and the retention of Ham Village. The green spine connects Ham Village Green with open space at the heart of the masterplan and celebrates existing trees on the western boundary. Named the Linear Park, this central green spine will be a publicly accessible open space providing a visual landscaped connection through the proposed development. The aim of the Linear Park is to provide a natural link to the Village Green whilst providing a secure a safe area for socialisation and children's play. The retention of Ham Village Green has been key to the development of the masterplan, heavily influencing the design and layout of the scheme.
- 2.21 Connections to the perimeter roads of Ashburnham Road and Woodville Road from the Linear Park are created with tree-lined pedestrian friendly streets and mews.

Establishing Urban Blocks

- 2.22 The layout of the Linear Park and connections to Ashburnham Road and Woodville Road, creates urban blocks for the location of residential homes. These urban blocks will have active frontages on all sides to respond to adjacent spaces. To further break up the urban blocks, landscaped communal courtyards are proposed for resident use. These green areas provide further outdoor amenity and safe, overlooked play spaces.

Building Heights

- 2.23 Building heights have been sensitively considered to be respectful to the surrounding streets; Ashburnham Road and Woodville Road. The building heights cascade down from buildings of 5 storeys with a set back 6th storey facing the Linear Park to 3 storeys on the neighbouring streets. Stepped-back top floors reduce the massing and provide articulation along the Linear Park.
- 2.24 A feature apartment block within the Linear Park is lower than its neighbours at 5 storeys to add variation within the space and signify this as a feature building.
- 2.25 Apartment blocks located along the perimeter of the Site are at 4 storeys to sensitively respect the surrounding buildings.

Figure 2.3 Building Heights



Public Realm

- 2.26 As is referenced above, the retention of Ham Village Green has been key to the development of the masterplan, heavily influencing the design and layout of the scheme. The trees on the green will be retained. Trees at the western end of the Linear Park are retained and wherever possible along edges of Ashburnham and Woodville Roads and through the Linear Park.
- 2.27 The Linear Park is a public landscaped space which provides a visual and pedestrian connection through the Site from Ham Village Green to the small park which celebrates the retained mature trees. Pedestrian friendly streets and mews lead to the Linear Park by use of soft landscaping and pedestrian paths. Individual courtyards provide private communal amenity spaces for residents. Allotments within these courtyards allows for the community to grow their fruits and vegetables.
- 2.28 The indicative masterplan is show below in Figure 2.4.

Figure 2.4 Indicative Masterplan



Masterplan Areas

2.29 The development proposals consist of distinct areas with 23 buildings as described below:

- Village Green (Apartment Blocks O, M, V & U). This area fronts Ham Village Green and contains four buildings. The scale and massing of these blocks sit at 4 storeys to the north and south and step up in the centre to 5 storeys, with a setback 6th storey. The building mass of these blocks focus on vertical and slim proportions to front the Village Green. The streets are pedestrian access only.
- Linear Park (Apartment Blocks E, I, M, C, S, R & V). this area focuses on the pavilion apartment blocks. These blocks have a uniform scale and massing with heights of 5 storeys and 6 storeys (top floor set back). The blocks are laid out in a linear pattern responding to the long nature of the park running east-west. Within this area the blocks respond with different architectural styles to create variation across the scheme. The streets are pedestrian access only. Shared surface can be accessed by emergency vehicles.
- Ashburnham Road (Apartment Blocks A, G and K). This character area encompasses smaller apartment blocks and houses to the south of the Site. Within this area there is a maximum height of four storeys to respect neighbouring homes, Ham Clinic, and the primary school. Street design involves central streets leading to the linear

park, with turning head. Central mews street has shared surface for both vehicles and pedestrians.

- Woodville Road (Apartment Blocks W, D, P, Q & T). Much like the Ashburnham Road Area, responding to Woodville Road includes smaller apartment blocks and houses at a maximum of 4 storeys. Street design includes central streets leading to the linear park with terminating with a landscaped turning head.
- Central Streets (Blocks B, F, H, J, L & N). this is an intermediate area connecting the Linear Park with perimeter blocks fronting Ashburnham Road. There is a mixture of houses and smaller apartment blocks at 4 and 3 storeys to create a step in height between Linear Park blocks and houses to Ashburnham Road. Street design involved central streets leading to the linear park with turning head and central mews street with shared surface for both vehicles and pedestrians.

2.30 The masterplan areas are shown in below in Figure 2.5. Further relevant application drawings are also provided in Appendix 2.1.

Figure 2.5 Masterplan areas



Community Facilities

2.31 The new community centre will be a stand alone building purposefully set apart from the housing element of the regeneration. The bespoke design aims to provide multifunctional rooms and spaces for a variety of activities. These can be used not only by the residents

of Ham Close but also the wider community and specialist groups beyond Ham. The community centre will be located immediately opposite the existing bus stop and immediately next to the existing parade of shops, helping to improve the vitality and viability of these businesses through immediate footfall. The location was informed through resident and wider community consultation in 2017.

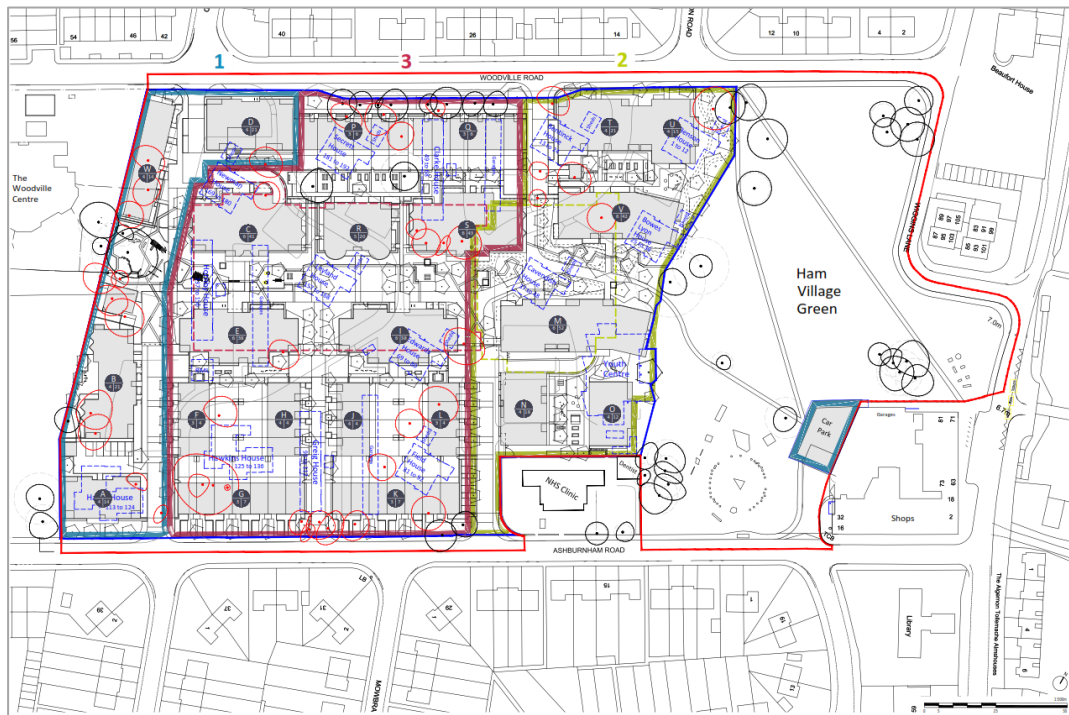
- 2.32 Alongside the needs of the existing Youth Centre, the new community centre will also re-provide and improve on the accommodation currently used by the body TAG (Youth club for disabled young people). The new centre will also be open for use by other community groups based locally in the area so that much of the accommodation within the centre will be multi-used and multi-occupied at different times of the day.
- 2.33 The Makers Labs will also be a stand-alone building re-providing the existing space on Site. The Makers Labs is a space for people with an interest in DIY and craft. The existing space includes computer facilities, electronics lab, laser cutting, 3D printing, CNC (computer numerical control) machinery, metal lathe, kitchen facilities and informal wood shop.

Phasing

- 2.34 The development will be delivered in phases with sequential building-by-building completion. The demolition of existing buildings and construction of the new buildings and their associated public realm will be broken into three primary phases:
- Phase 1 - Blocks A, B, D, W and the Community Centre and Maker Labs use (70 residential homes);
 - Phase 2 - Blocks M, N, O, T, U, V and the first half of the basement car park (160 residential homes); and
 - Phase 3 - Blocks C, E, F, G, H, I, J, K, L, P, Q, R and S and the second half of the basement car park (222 residential homes).
- 2.35 It should be noted that in 2017, RHP carried out a housing needs assessment, which led to the production of a plan of units required to rehouse current residents. The commitment to the community is to a “one move where possible” solution. The exception being Hatch House, which will need to be demolished in the first phase of development.
- 2.36 This assessment informed the re-provision of homes and was formally agreed with the LBRuT prior to the selection of the applicant to bring the development forward. The one-move solution was also included in all tender documentation as a key development requirement.
- 2.37 At the time of writing there are 9 RHP tenanted households at Hatch House. 4 have been offered a temporary home at Ham Close. These 4 households will have to move twice. Once to move from Hatch House to another existing block on the Estate prior to development, and then a second time into their final home on the estate.

2.38 5 have been offered a home off-site, beyond Ham Close. These 5 households will have a Right to Return to choose to return to Ham Close once their home has been built, but may choose to remain off-site should they wish to. Therefore a minimum of 4 and a maximum of 9 households will be subject to two moves as a result of the estate regeneration.

Figure 2.6 Phasing Plan



Residential Accommodation

Existing

2.39 The quantum and tenure of the existing and proposed residential accommodation is broken down in Tables 2.1 and 2.2 below.

Table 2.1 Existing Accommodation Schedule

Tenure	Studio	1 Bed	2 Bed	3 Bed	3 bed (v2)	Total	%
Average Area (m ²)	31.87	45.09	64.17	72.74	78.7		
Leaseholder No.	4	14	24	3	4	49	
Leaseholder Area	127.48	631.26	1540.08	218.22	314.8	2831.84	28.72%
Affordable Rent	44	46	39	9	5	143	
Affordable Rent Area	1,402.28	2,074.14	2,502.63	654.66	393.5	7,027.21	71.28%

- 2.40 Of the 192 existing homes at the Site, 143 are affordable.
- 2.41 The existing affordable housing consist of 132 RHP affordable tenanted and 11 on short term lets to the London Borough of Richmond Upon Thames (LBRuT) for temporary accommodation.

Table 2.2 Proposed Accommodation Schedule

Tenure	Studio	1 Bed	2 Bed	3 Bed	4 Bed	5 Bed	Total
Affordable Rent Provision	0	93	37	13	0	0	143
Affordable Rent Additional	0	8	10	3	0	0	21
London Living Rent	0	7	3	0	0	0	10
Shared Ownership	0	22	24	1	0	0	47
Leaseholder	2	7	17	4	0	0	30
Market	2	83	74	0	34	8	201
Total	4	220	165	21	34	8	452

Note: * Includes reprovision of 143 affordable homes.

- 2.42 A more detailed accommodation schedule is provided in Appendix 2.1.

Non-Residential Accommodation

- 2.43 Non Residential Floorspace comprises of a "Maker Labs" and "Community Centre" which are being re-provided.

	Existing m ²	Proposed (GIA) m ²	Proposed (GEA) m ²	Proposed External Areas m ²
Community Centre	576	716	1179	183
Maker Labs	57	130	164	33

Pedestrian and Cycle Circulation

- 2.44 The proposed street arrangement aims to minimise car movements and promote a safe, playable, community focused public realm. This will be done by reinstating an edge to the streets on Woodville and Ashburnham Roads, simplifying the road layout to prevent

vehicle shortcuts through the Site whilst enhancing pedestrian and cycle routes. The Site's footpaths will link to a wider network of footpaths, encouraging active travel (cycling, walking and running).

- 2.45 The Linear Park will promote a new green link through the centre of the proposed development to enhance connection of the whole Site to Ham Village Green with a small park and several retained mature trees. The masterplan layout prioritises pedestrian and cycle movement promoting more sustainable forms of transport. The Linear Park will be a vehicle free landscaped space, except for emergency vehicles. A series of pedestrian friendly lanes accessed off Woodville Road and Ashburnham Road lead towards the Linear Park. Limited car parking is located on these lanes. The basement conceals parking from the public realm and allows the landscape to be optimised.
- 2.46 The green pedestrian friendly streets promote a healthy and safe north south connection through the development, and into the new linear park and Village Green.

Vehicle Access and Servicing

- 2.47 The road layout on-site will be simplified and will prevent vehicle short cuts through the Site.
- 2.48 The Linear Park will be vehicle free, except for emergency vehicles.
- 2.49 Vehicle access would be provided from two access roads on the northern side of the street from Woodville Road, and three on the southern side of the street from Ashburnham Road. Access to the underground carpark will also be from an internal road accessed using Woodville Road and Ashburnham Road.

Car Parking

- 2.50 There are 228 informal existing car parking spaces and 47 existing garages on-site.
- 2.51 The development will provide a total of 284 car parking spaces split between ground level and within a basement car park. Blue badge parking will initially be provided for 3% of the homes (14 spaces), in accordance with the London Plan 2021³ minimum requirements. A further 32 spaces with the potential to provide accessible parking, should demand require, have been identified. There will be 3 non-residential wheelchair parking spaces on Site; 2 spaces will be for the Community Centre and 1 will be for the Maker Labs.
- 2.52 All parking spaces will have "active"/"passive" Electric Vehicle Charging Point (EVCP) provision, on the ratio of 20% "active" and 80% "passive" ("active" being spaces with Charging Points and "passive" being spaces with electrical infrastructure integrated for additional Charging Points in the future). This is in accordance with the London Plan 2021.

- 2.53 The basement will provide 238 parking spaces and is located centrally in the Site, carefully integrated to enable direct access from the 8 cores of the central spine of buildings. The inclusion of a basement car park also allows the Energy Centres and plant to be located underground, allowing for larger plant rooms and an efficiency of pipework and kit. Step free access to all apartment front doors is available from the basement. Accessible parking is distributed evenly throughout, closest to the access points.
- 2.54 There are 30 on plot parking spaces for houses and 10 visitor spaces. Cycle Parking
- 2.55 The cycle parking strategy across the scheme responds to the London Plan and Transport for London (TfL) requirements. Every studio or 1 bed 1 person flat requires 1 cycle spaces, every 1 bed 2 person flat requires 1.5 cycle spaces and every other requires 2 parking spaces. 1 visitor parking space is required for every 40 homes. A total of 886 secure cycle parking spaces (of which 714 Double Stack; 132 Sheffield Standards; 40 Cargo Spaces) will be provided for all uses in accordance with the London Plan requirements.
- 2.56 Long stay cycle parking facilities will be provided within the basement/ground floor of each block, providing a secure location for bike storage. There will be cycle stores within the flat blocks, individual cycle stores at houses and Sheffield stands along the Linear Park. The cycle parking will be provided in the following ratios:
- 5% accessible spaces (2.0m long but 1.0m wide)
 - 10% Sheffield stands spaces 1.0m apart
 - 85% 2-tier stands.
- 2.57 There will be Sheffield stands at the Community Centre and at the Maker Labs. Short stay cycle parking spaces would be provided in line with London Plan standards and integrated into the public realm.

Associated Highway Works

- 2.58 A new access road is proposed between Block G and Block K and the existing roads on the northern side of Ashburnham Road are to be redesigned. The two existing access points on the southern side of Woodville Road are being relocated/redesigned.
- 2.59 The new access roads are not through roads and will not cross the Linear Park (being car free in the centre of the Site).
- 2.60 Two ramps are proposed to the basement car park. One is located behind Block C and another is behind Block M. Both ramps will accommodate two-way vehicular traffic so the carriageway will be a minimum of 4.8m wide.

Energy Strategy

- 2.61 In order to future proof the development, a phased site-wide communal network comprised of 1 no. energy centre serving apartments in Phase 1, and 1 no. energy centre serving Phase 2 & 3 apartments is proposed, capable of connecting to any future District Heat Network should one become available.
- 2.62 The communal network is an all-electric air-source heat pump (ASHP) led system serving the heating and hot water demands for each of the apartment blocks. It is proposed to serve the houses with individual ASHPs.
- 2.63 The majority of plant space is located, where possible, in redundant space in the basement car park. This maximises the active frontage available on the ground floor for phases 2 & 3.
- 2.64 Substations are required throughout the proposed phases to replace the existing substations, and serve the increased demand from the new development. These are carefully sited to minimise impact on the landscape and residential accommodation.

Landscaping

The design principles that form the basis of the landscaping on the Site are summarised below:

- Response to Context - The landscape proposals blend the riparian naturalistic landscape of Ham lands Nature Reserve (320m southwest) and Ham Village Green, with more formal interventions as seen at Ham House and in the surrounding urban estates.
- Biodiversity and Habitat Creation - Richly planted public and communal landscapes promote biodiversity gain, urban greening, and living streets. Planting will reference the context, with uses of wildflowers, ornamental grasses, and trees such as Birch, Willow, Maple and Lime, all prevalent across Ham.
- Play and Activity - Play opportunities thread through the landscape with concentrations of new equipped space.
- Healthy Spaces and Active Travel - Active travel is embedded in the proposed street arrangement, minimising car movements to promote safe community focused public realm. Streets link to a wider network of car free footpaths, encouraging cycling, walking, and running.
- Community Space - Courtyards and green space promote sustainable communities, providing inclusive places for people to meet, and socialise.
- Sustainable Principles - Provision of features for the sustainable conveyancing of surface water. Richly planted swales, biodiverse roofs, and native planting, will maximise surface water storage and biodiversity.

- 2.65 Roofs will maximise the potential for biodiverse green roof systems. These types of roofs will not be for general access and amenity. Instead, they focus on creating habitats for local plant and invertebrate life, aiding biodiversity across the scheme and generating a visually interesting landscape at the higher levels.
- 2.66 The proposals will see a net loss in Amenity Greenspace of 5,925m². However, the proposals include two additional types of open space not currently provided within Ham Close: Communal Courtyards (2,772m²) and Private Amenity Space (6,568m²), together providing 9,340m² of open space. The inclusion of these spaces provides a clear hierarchy of private and public space required by Policy LP 31 of the Local Plan. Overall, therefore, the proposal will result in an increase of 1,753m² of open space.
- 2.67 The quality of the proposed open space will be of a greater quality in comparison to the existing network of amenity lawns. Therefore, the quality and variety of open spaces provided is greater than the current situation and will benefit Ham Close residents and the local community.
- 2.68 The proposed development will have no impact on the Village Green. The new Community Centre sits outside of the Ham Village Green and therefore will have no negative impact on this space.
- 2.69 The proposed play provision comprises:
- Under 5yrs: 1,232m² doorstep play provision provided within the Communal Gardens and Linear Park
 - 5-11yrs: 868m², provision split between new on-site facilities and existing off-site facilities.
 - 512 m² equipped play space included within the Linear Park
 - 356 m² utilises the existing play space within Ham Village Green
 - 12-15yrs: 292m² utilises the existing play space within Ham Village Green
 - 16-17yrs: 154m² utilises the existing provision on Ham Village Green. This could extend to facilities in Riverside Drive, Ham Playing Fields and King George's Field.
- 2.70 A series of Sustainable Drainage System (SuDS) features will be incorporated to capture rainwater before it enters the wider sewer network. Richly planted swales within the linear park, biodiverse roofs and formalised rain gardens within the streets, will maximise water retention and biodiversity.

ALTERNATIVES

- 2.71 Regulation 18(3) and Schedule 4, Paragraph 2 of the EIA Regulations 2017¹ stipulate that ESs must include 'A description of the reasonable alternatives (for example in terms of development design, technology, location, size and scale) studied by the developer, which are relevant to the proposed project and its specific characteristics, and an

indication of the main reasons for selecting the chosen option, including a comparison of the environmental effects.’ Therefore, where feasible, alternatives to the development proposals have been considered within the scenarios below:

- ‘Do Nothing’ scenario;
- Alternative locations; and
- Alternative designs.

‘Do Nothing’ Scenario

- 2.72 The ‘Do Nothing’ scenario would generally assume that no development is carried out and the current status of the Site remains unaltered.
- 2.73 In such a scenario the existing residential blocks, youth centre, landscaping, road layout and parking would remain.
- 2.74 The following issues have been highlighted by the existing residents of Ham Close:
- The existing homes at Ham Close are not accessible and do not benefit from lifts. People in wheelchairs cannot access upper floors, nor can people with prams.
 - Flats do not have private amenity spaces ie balconies/patios.
 - There are poorly designed external amenity space which does not encourage outdoor recreation. The disjointed layout with two through roads discourages parents from allowing children to play freely.
 - The construction of the homes at Ham Close leave them vulnerable to issues with mould and condensation.
 - Dwellings are undersized compared to modern space standards.
- 2.75 In the ‘Do Nothing’ scenario there would be no opportunity to enhance homes for existing residents, improve the site’s connectivity or enhance the setting of Ham Village Green. The existing youth centre would remain as an unsightly space. The existing youth centre is often mistaken as being part of the estate only, and only serves certain members of the community, whereas the proposed community centre will serve the wider public.
- 2.76 Current interfaces with surrounding residential development to the north and south would continue unaltered. The age of the buildings is likely to further reduce marketability over time. While the existing trees would continue to grow, there would be no opportunity to improve the existing landscaping for amenity value or biodiversity.
- 2.77 The Site is identified for a mixed use redevelopment in the adopted Local Plan⁴ Policy SA 15, Ham and Petersham Neighbourhood Plan (Policy O3) and the draft Regulation 18 Local Plan⁶ in Policy SA 22. The adopted Local Plan Policy SA 15 states that *‘comprehensive redevelopment of this site, including demolition of the existing buildings*

and new build re-provision of all residential and non-residential buildings, plus the provision of additional new residential accommodation, will be supported.'

- 2.78 The 'Do Nothing' scenario would result in the proposed development not coming forward, thus not fulfilling Policy SA 15 of the adopted local plan. It would not deliver the mixed use regeneration ambitions for the Site nor the redevelopment of the community centre. It would not contribute to the housing numbers upon which various planning policy documents and land supply projections rely.
- 2.79 The 'Do Nothing' scenario is therefore not an acceptable alternative, as this scenario would fail to deliver the aspirations within adopted local policy.

Alternative Locations

- 2.80 The mention of the Site as a strategic allocation in the adopted Local Plan, Ham and Petersham Neighbourhood Plan and emerging Local Plan suggests that alternative locations for the scheme are not suitable.

Alternative Designs

- 2.81 The following section sets out the evolution of the design in response to the consultation undertaken.
- 2.82 Discussion on how environmental assessments have informed the design proposals is provided in each Technical Chapter (Chapters 4.0 – 10.0) where relevant.

Design Evolution

- 2.83 The scheme has been developed through close and meaningful dialogue with the local community, LBRuT and other stakeholders. Full details of all Ham Close consultation can be found in the Statement of Community Involvement that accompanies this planning application.

Initial Work 2013-2018

- 2.84 Work on the regeneration of Ham Close began in 2013. BPTW (architects), carried out options appraisals and were viability tested for the following regeneration options:
- Refurbishment;
 - Partial Infill development; and
 - Full scale development.
- 2.85 Various options of expanding the Site boundary were also tested to see if they would benefit the regeneration this included options on building on Ham Village Green and utilising the shops and Library to help towards a comprehensive development.

2.86 Building on Ham Village Green and redevelopment of shops were later dismissed following stakeholder engagement however expanding the boundary on the western edge was agreed. Throughout this time, engagement took place with residents of Ham Close, local residents and community groups. This was done through a combination of different methods including, door knocking, posters in notice boards, workshops, regular newsletters, website updates and drop-in sessions. Groups which were regularly engaged with during this period included:

- Ham Close residents;
- Ham residents;
- Resident Engagement Panel (REP); and
- Stakeholder Reference Group (SRG).

2.87 The design evolution during this initial work is shown below with the final diagram illustrating the scheme that formed the basis of the masterplanning brief

Figure 2.7 Initial design evolution 2013-2018



Spring 2013 - BPTW Appointed to carry out options appraisals



Summer 2015 - Resident Consultation



September 2013 - options appraisals completed



November 2015 - Resident Consultation



Spring/Summer 2016 - Re-appraisal Work - Masterplan



2018 - Preliminary Masterplan

Key Masterplanning Design Principles

2.88 The community consultation process discussed above defined the 'Key Masterplanning Design Principles' that were important to the local residents and stakeholders.

2.89 These principles were developed from 5 key overarching aims for the regeneration of Ham Close:

- Develop an approach that responds to the unique and distinctive character of the Ham Close neighbourhood: variegated in building form with richness in detail and materiality.
- Create a masterplan based around a legible street network and attractive landscaped amenity spaces, with clear delineation of public and private space.
- Retain and enhance existing green spaces and trees wherever possible, developing strong and attractive connections that strengthen local connections.
- Incorporating servicing and car parking within the masterplan, without compromising the townscape qualities.
- Produce housing typologies that optimise the quality of living spaces, comfort and outlook for existing and new residents of Ham Close.

2.90 These principles informed the following preliminary masterplan.

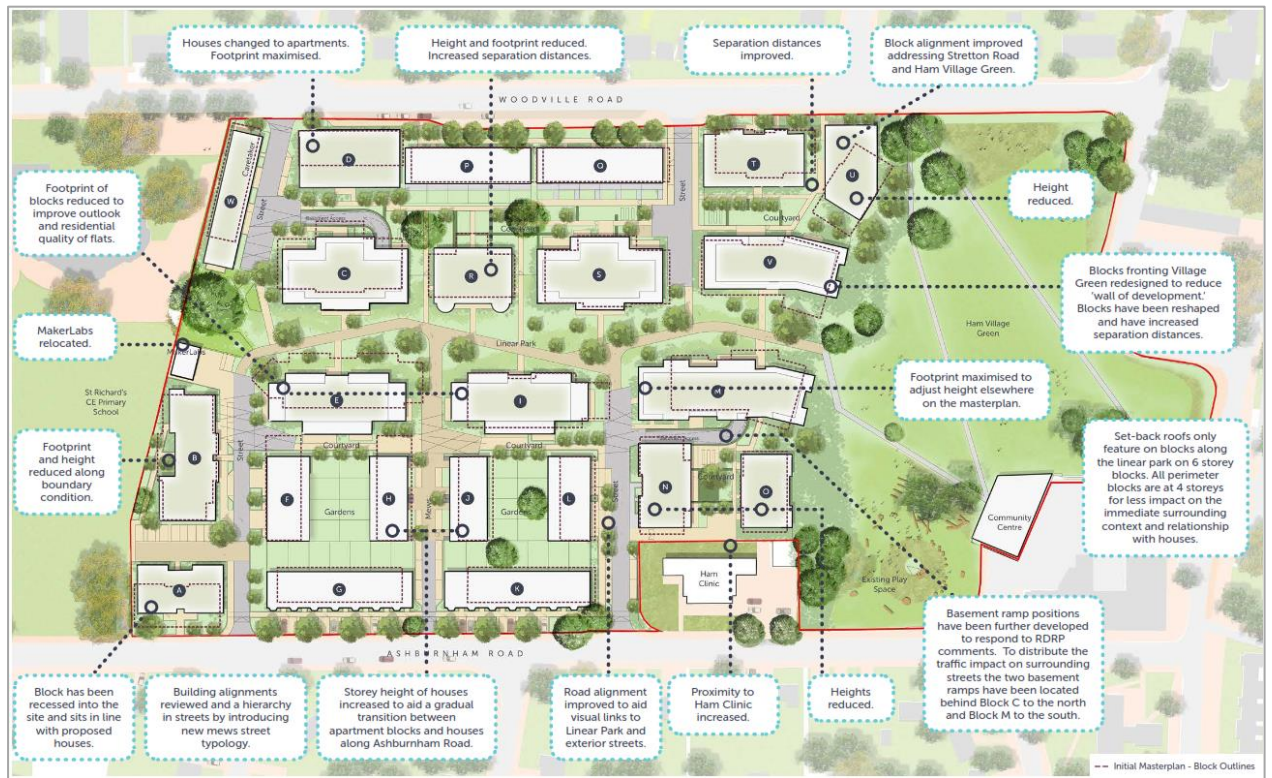
Figure 2.8 Preliminary Masterplan



Masterplan Development

- 2.91 Undertaken in Summer and Autumn 2021 feedback on existing conditions were voiced by existing residents highlighting what they felt was important to them for their new homes. Full details of all Ham Close consultation can be found in the Statement of Community Involvement that accompanies this planning application.
- 2.92 Figure 2.9 summarises the relevant design development of the masterplan following a series of meetings with LBRuT, Richmond Design Review Panel and the Greater London Authority.
- 2.93 From these meetings feedback was received on the on the layout and massing of the masterplan design proposals.

Figure 2.9 Design amendments



REFERENCES

- 1 The Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended in 2020).
- 2 Ham and Petersham Neighbourhood Forum (2019); Ham and Petersham Neighbourhood Plan 2018 - 2033 Adoption Version January 2019.
- 3 Greater London Authority (2021) The London Plan 2021
- 4 Richmond upon Thames Council (2018) Local Plan.
- 6 Richmond upon Thames Council (2021) Richmond Local Plan 'The best for our borough' Draft for consultation.