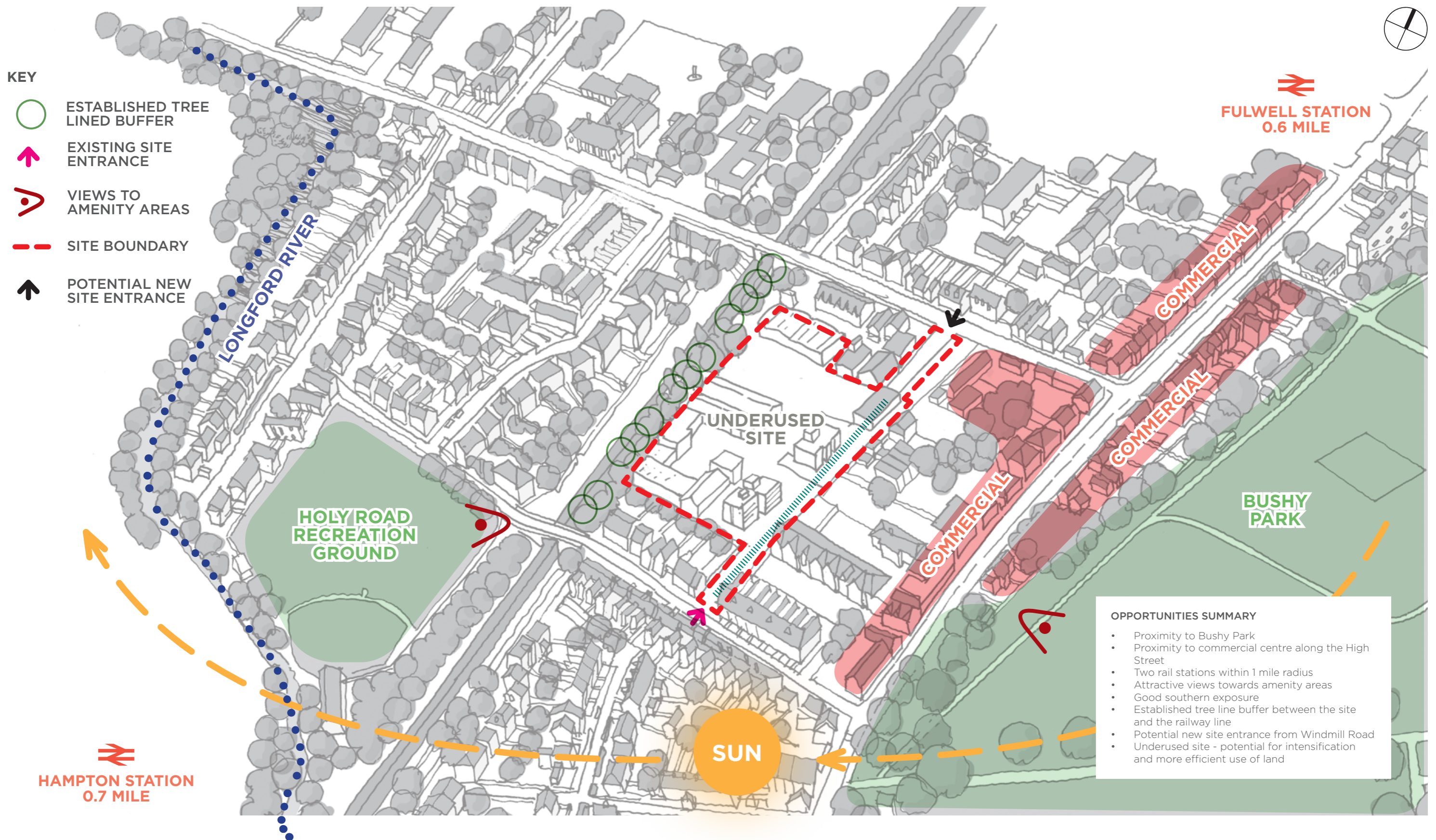
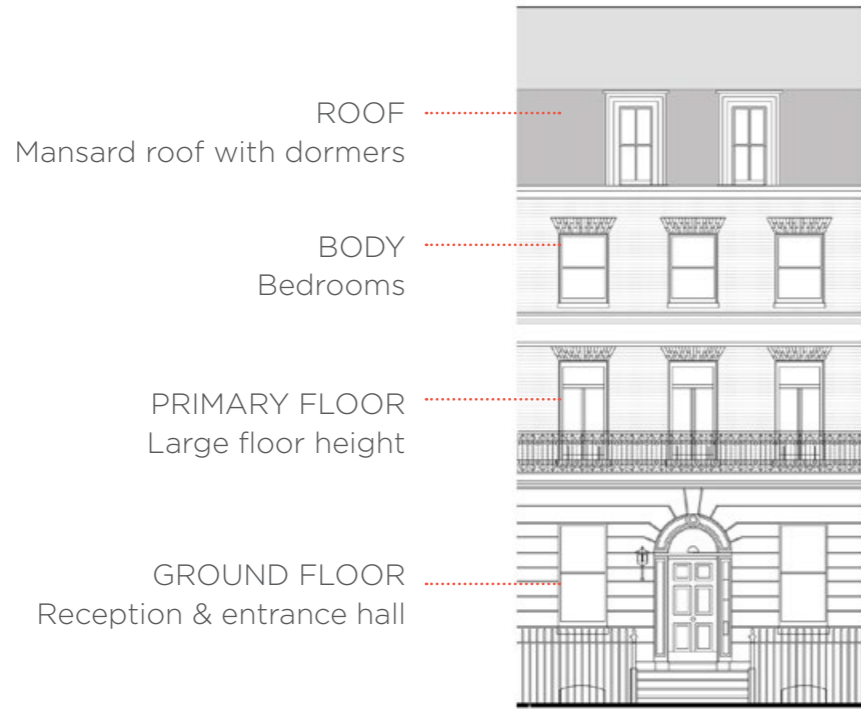


4.2 OPPORTUNITIES



4.3 PRECEDENTS AND INSPIRATION



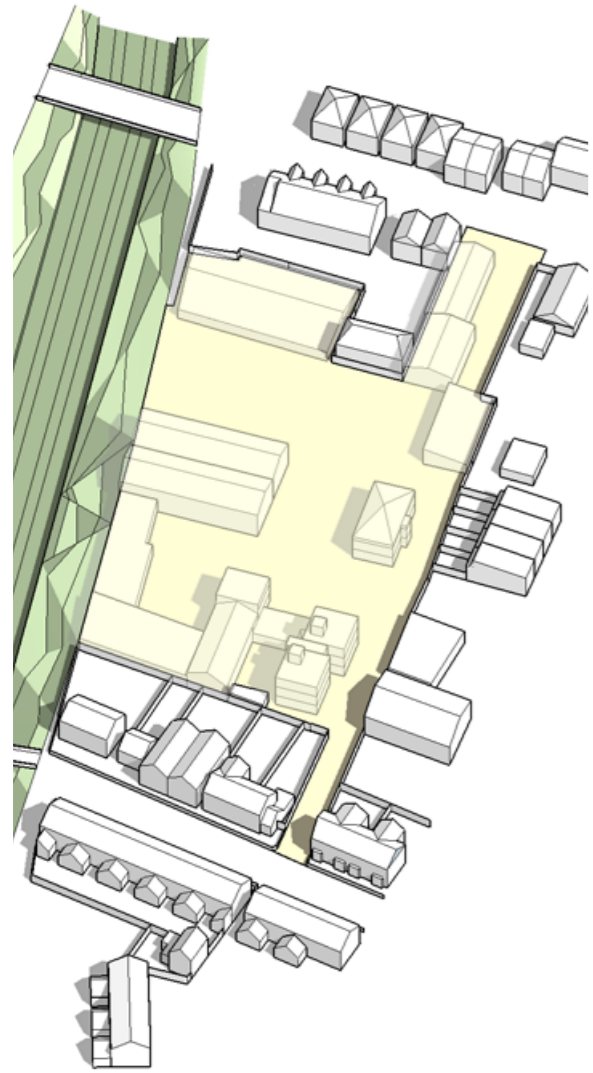
TRADITIONAL LONDON VERNACULAR



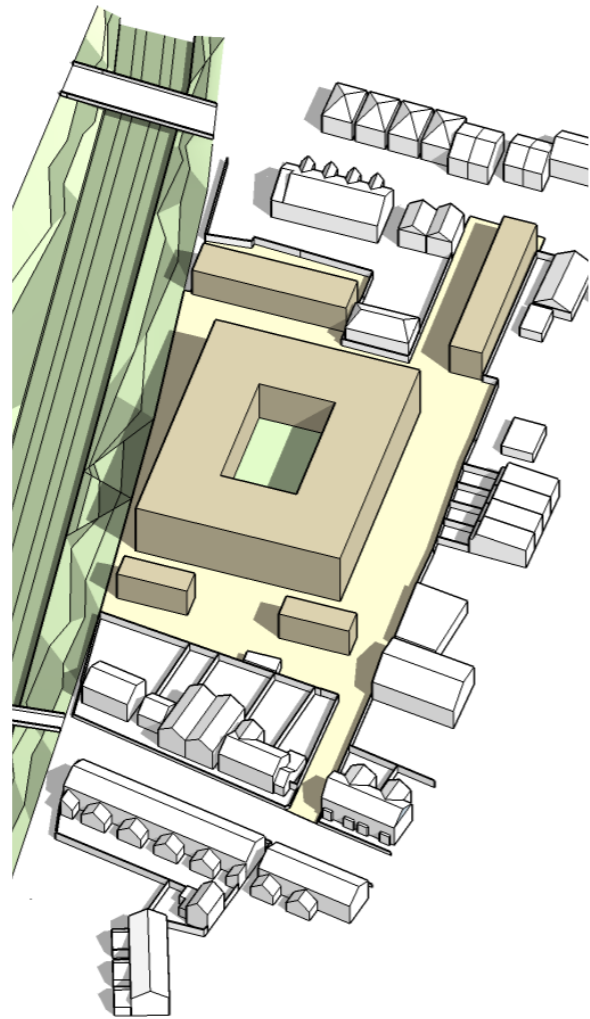
CONTEMPORARY ELEVATION STUDY



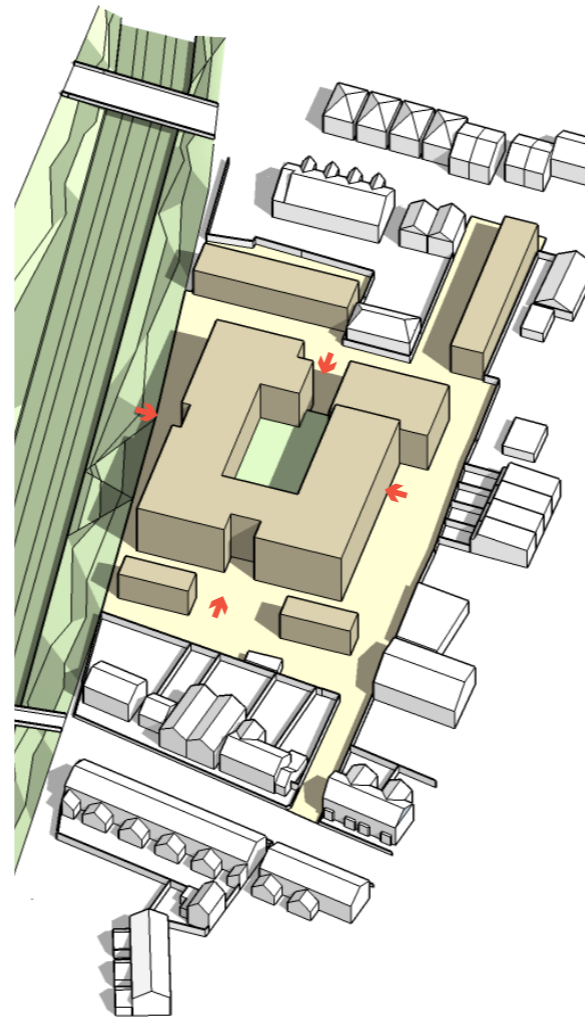
4.4 MASSING EVOLUTION



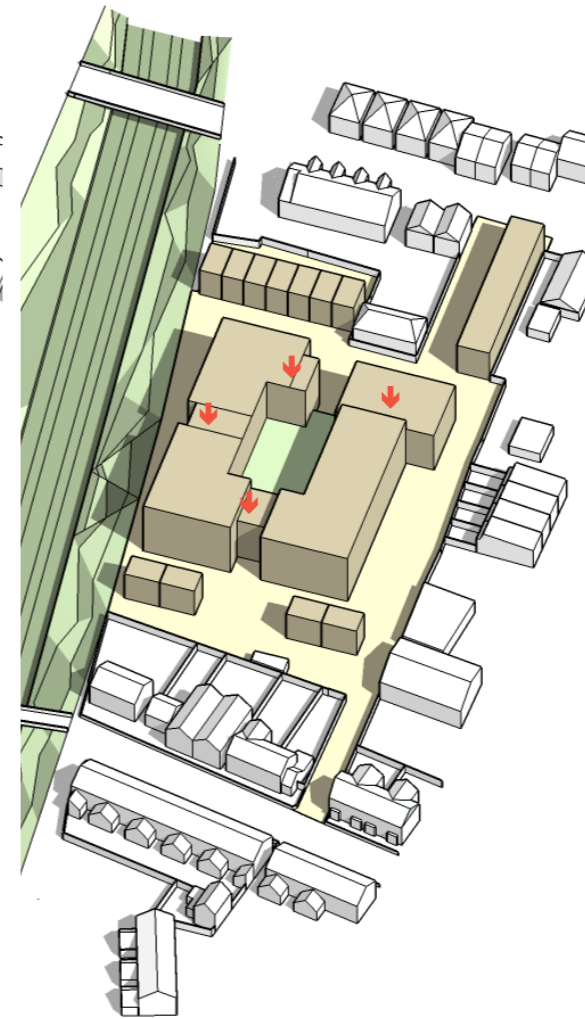
1
Existing condition



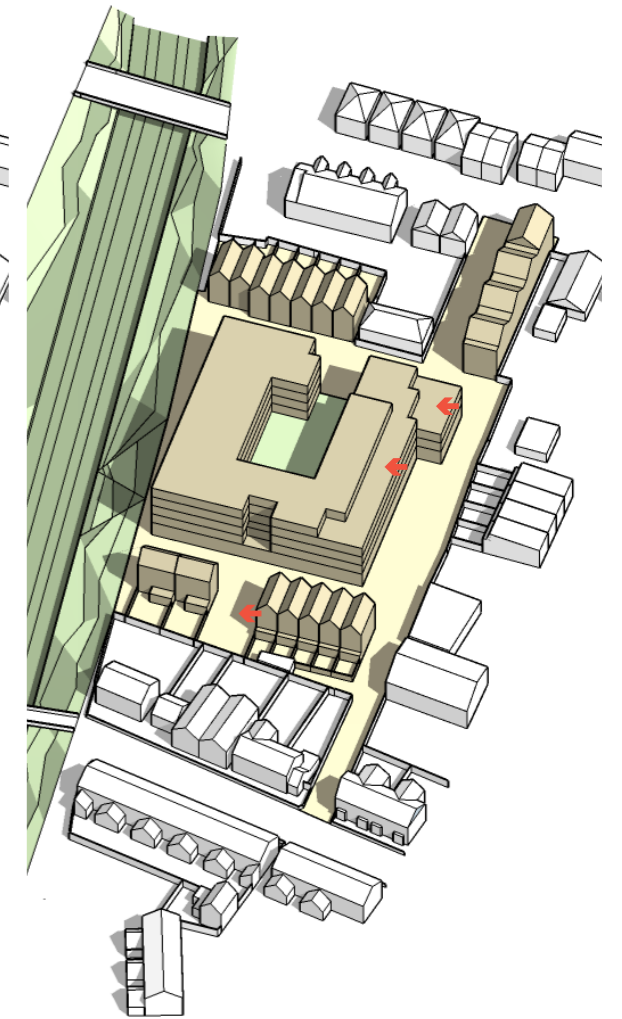
2
Main elements defined



3
Large volume broken up
to reduce visual impact



4
Heights adjusted in response
to site conditions



5
Recesses introduced;
Final proposed form

4.5 PRE-APPLICATION DISCUSSIONS

January 2018



Early proposal for the scheme included ideas for contemporary mansard roof treatments to blocks and terraced houses.

March 2018



More detailed proposals revealed concepts for public spaces throughout the scheme. Various shared surface zones were proposed. Contemporary form of the houses and blocks is developed.

May 2018



Proposal for the residential block featured mansard roofs as well as semi-inset balconies. Off-white brick was used for most of the elevation. Commercial element was completely separated without extensive street frontage.



First pre-app consultation
January 2018



First public consultation
March 2018



Second pre-app consultation
May 2018



Pre-app feedback: Officers were generally happy with the massing, design and articulation of houses. They supported the general approach for the central apartment block in terms of hierarchy and materials with plinth, middle layer and crown treatment clearly expressed. They did however express concerns regarding the massing which was illustrated as entirely as 5-storey. The use of the balconies to break down the perceived massing of the elevation and the articulation provided was generally supported.

With regards to the standalone commercial building part fronting onto Windmill Road, officers requested a fresh review of the proposed architectural treatment. They felt that the elevations should respond to the existing library building and that the roof form should reflect the local character, which is predominately pitched.

4.5 PRE-APPLICATION DISCUSSIONS

February 2018



Commercial units on the ground floor are introduced. Top floor mansard treatment is simplified. Vertical divisions are tested on the elevation using brick detailing. Set-backs are introduced on the eastern side to respect relationship with neighbouring High Street and Penny Farthing Mews properties.

March 2019



Projecting balconies are introduced. Simplified geometry of top floor is proposed, resulting in more efficient stacking. More subtle details are applied to the elevations.

July 2019 - final proposal



Brick colours for Block 1 and house terraces are changed to shades of yellow. All metal elements colours to be warm shade of brown/gold. Brick corbelling detail is introduced to base floor of Block 1 and houses. More horizontal divisions and richer brick detailing is used on the elevations. Privacy screens are adopted to all balconies.

Third pre-app consultation
February 2019

Second public consultation
March 2019

Pre-app meeting
December 2021

Planning submission
June 2022

Options for the central block were explored to break down the continuous 5-storey element. We decided as a team to step down and lower the southern element of the building as this not only helped draw additional daylight in the central podium deck garden but also broke down the perceived massing from the entrance to the development. Once the massing and internal layouts were resolved further refinement was added to the elevations. Raised brick course detailing was added to the ground floor storey to express the plinth and location of additional commercial units. Simple brick detailing was used on the middle layer of the elevation to express the residential use with smaller punched windows. Only the upper 5th storey is expressed differently creating a much better and balanced composition.

The commercial units served from Windmill Road were redesigned to reflect the architectural character of the existing library, pitched roofs provided a link with the surrounding residential homes.

With regards to the houses on the south and north of the site, we felt that the previous mansard approach was no longer relevant given also the change to the commercial building on Windmill Road. We therefore have reinforced the link with the houses on both Windmill and Holly road by designing pitched roofs to all. The architectural treatment is very clean and simple and uses traditional Georgian detailing to articulate the elevations.

4.6 COMMUNITY INVOLVEMENT

Notting Hill Genesis has undertaken a long and extensive programme of community involvement and consultation for proposals for the redevelopment of St Clare Business Park. This began in March 2018 and will continue up to submission of the application.

The community involvement and consultation ensured that as many stakeholders as possible were aware of and understood the proposals. The programme targeted London Borough of Richmond upon Thames members and officers, tenants of the site, residents from the surrounding area, neighbouring developments, local businesses and community groups.

The consultation took place in four phases:

- Phase One took place from March 2018. Notting Hill Genesis held two public exhibitions to meet the community and introduce proposals for St Clare Business Park. The public exhibitions were held on Thursday 22 March 2018 and Saturday 24 March 2018 with approximately 108 members of the local community attending over the two days
- Phase Two took place from May 2018. It included two update sessions on Tuesday 12 June 2018 and Thursday 14 June 2018 to discuss the proposals in further detail with those living closest to the site. Residents were available to book one-to-one meetings with the team or drop-in at any time to discuss the proposals in more detail. Approximately 63 members of the local community attended. 73% of attendees had not previously engaged with the consultation showing the events reached more unique members of the community. An FAQ newsletter was issued in August 2018 and December 2018 to give updates to the local community on the proposals and next steps

- Phase Three took place from February 2019. Two public exhibitions were held on Saturday 9 March 2019 and Wednesday 13 March 2019. Approximately 65 members of the local community attended
- Phase Four took place from September 2019. An Update Newsletter was delivered to the local community and an Online Exhibition was launched on the project website to update the community on the final plans ahead of submission.

In addition to public exhibitions and events, stakeholder meetings were held throughout the pre-planning process with local ward councillors, current tenants of the site, representatives of the neighbouring development at 63-71 High Street and Penny Farthing Mews residents to discuss the proposals in more detail.

KEY STATISTICS



Selected presentation boards from March 2019 public consultation event.

4.6 COMMUNITY INVOLVEMENT

A website, www.stclarehh.co.uk, was launched in March 2018 to allow interested parties to access information online and get in touch with the project team. Over the consultation period, the website received 1,490 unique visitors.

The principle of redevelopment was well-received by the local community and the proposed mixed-use scheme on-site was supported by most respondents. The design has been developed throughout the consultation to address a number of matters raised by the local community, including:

- Significant design development has been undertaken throughout the consultation. Early consultation was carried out on key principles that have been refined throughout the process.
- A reduction in the height of the building from six storeys to five storeys. Reduction to the massing of the building by introducing a setback, this results in the eastern side of the building stepping down from five to four storeys.
- The distances between main facing windows of habitable rooms exceed the 20m requirement set by London Borough Richmond upon Thames
- The brickwork tone and palette have been refined, using red and yellow bricks that take reference and inspiration from the local context and surrounding area
- New decorative stone effect and additional detailing has been incorporated to the design of both the apartments and townhouses
- Smaller windows have been introduced to the rear of the townhouses to reduce overlooking impact to Holly Road and Windmill Road
- Additional trees and planting have been included to the eastern boundary

of the site, which will enhance the pedestrian walking route through the site as well as provide a natural screen to Penny Farthing Mews and High Street properties

- Design development to the landscaping and boundary treatments behind back gardens to provide natural screening. New border trees will be planted that will provide a buffer between the existing homes and the new development.

The consultation was successful in reaching out to stakeholders and the local community. Following the submission of the application, Notting Hill Genesis will continue to engage with and update the local community, drawing on strong lines of communication that have been established during the pre-application process.

On Wednesday 8 June, between 6 and 7pm, an online webinar was hosted for the Applicant and the project team to share their updated proposals. The presentation included an introduction and overview of the site for those who may not have attended earlier consultation events, as well as details of the changes made to the original proposals following comments from the Planning Committee.

A video recording of the webinar was uploaded to the website (www.stclarehh.co.uk) on 15 June 2022 along with the presentation slides and a summary of the Q&A session, which can be downloaded.

For more details, refer to June 2022 Statement of Community Involvement.



Attendees to the exhibition at Hampton Hill Cricket Club and members of the team presenting the project and answering queries from the public.



Video recording of the 8 June 2022 webinar



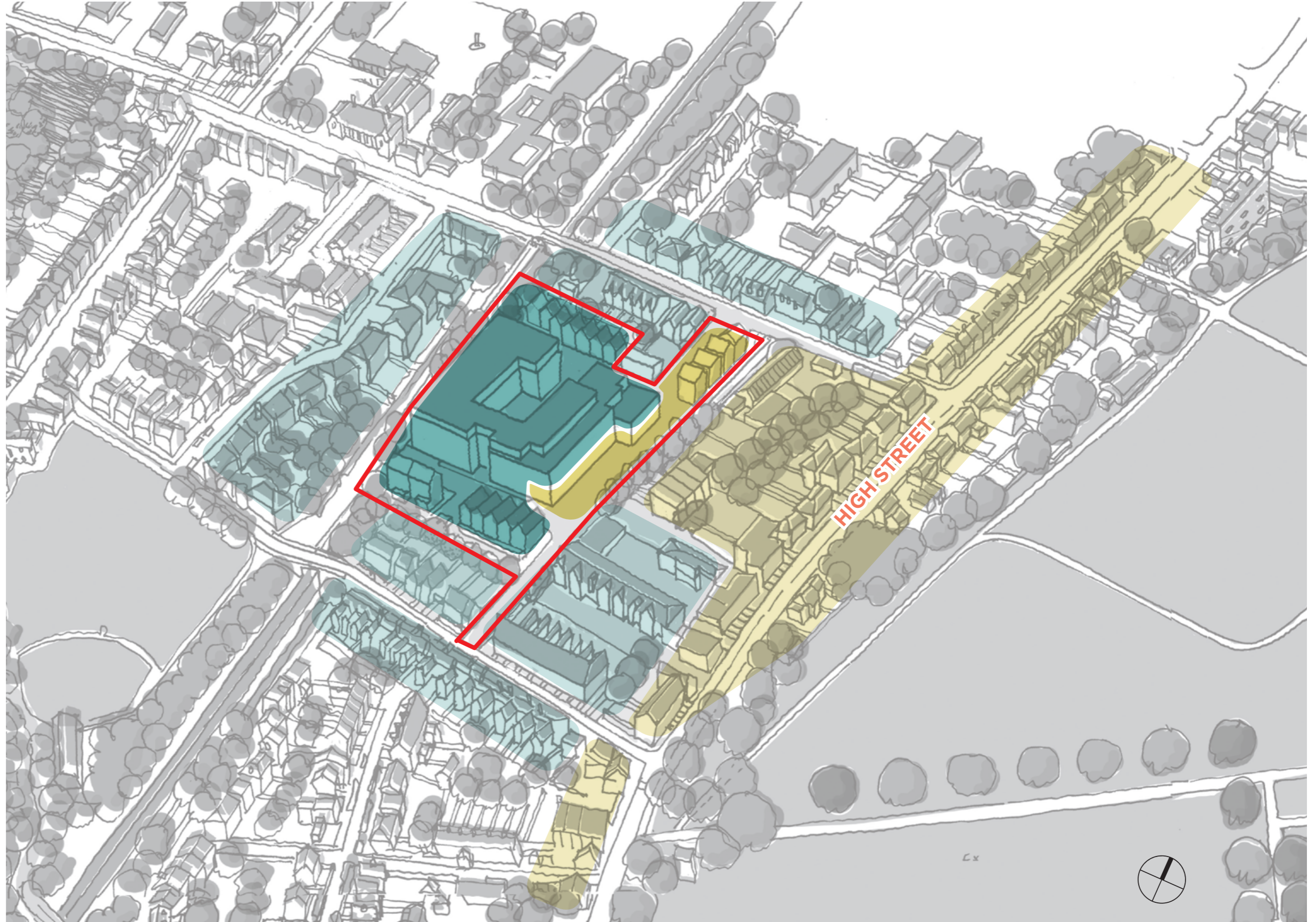
June 2022 Statement of Community Involvement.



5.0 PROPOSED DEVELOPMENT



5.1 USAGE DIAGRAM



KEY

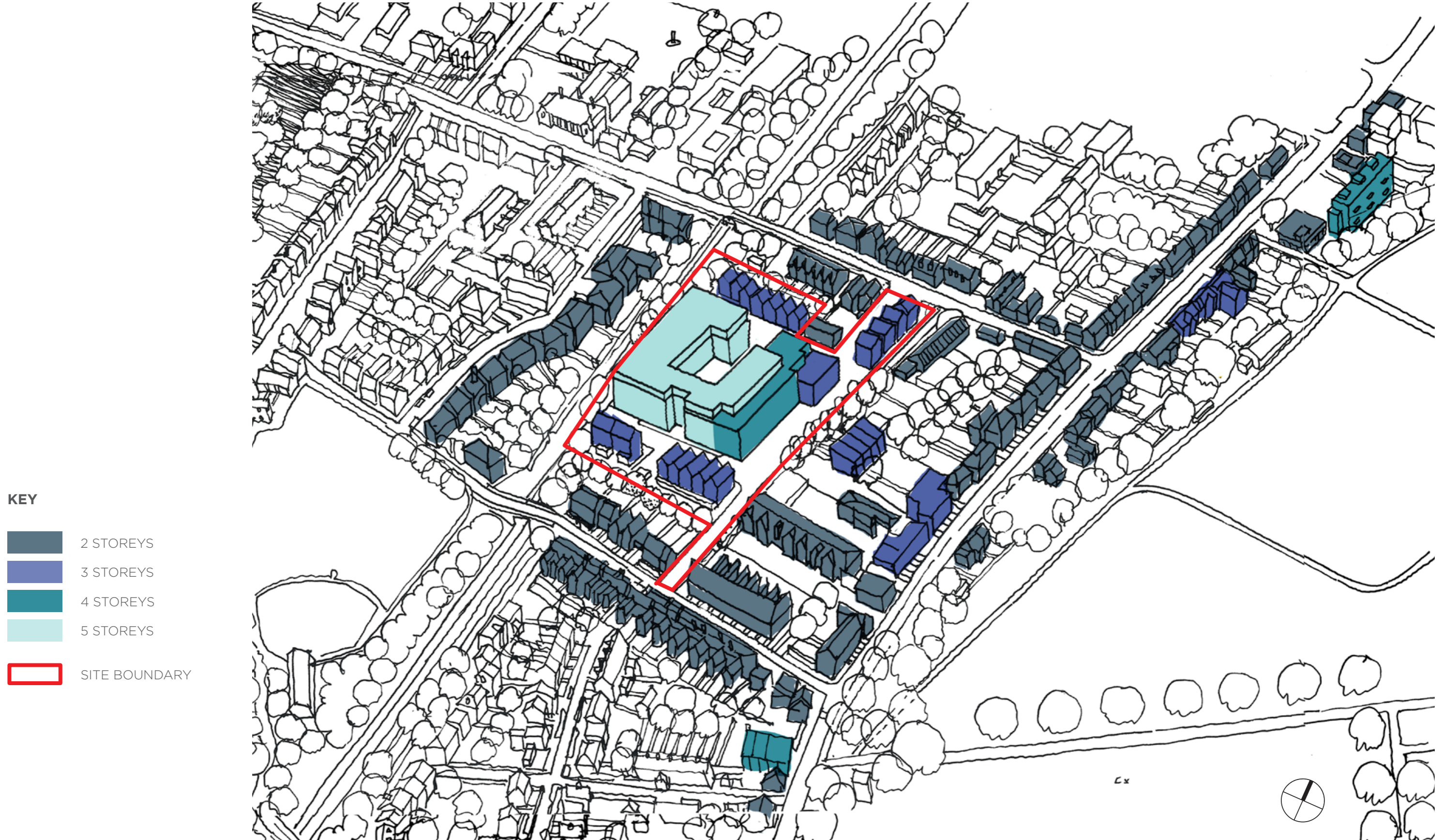
EXISTING

-  COMMERCIAL USE
-  RESIDENTIAL USE

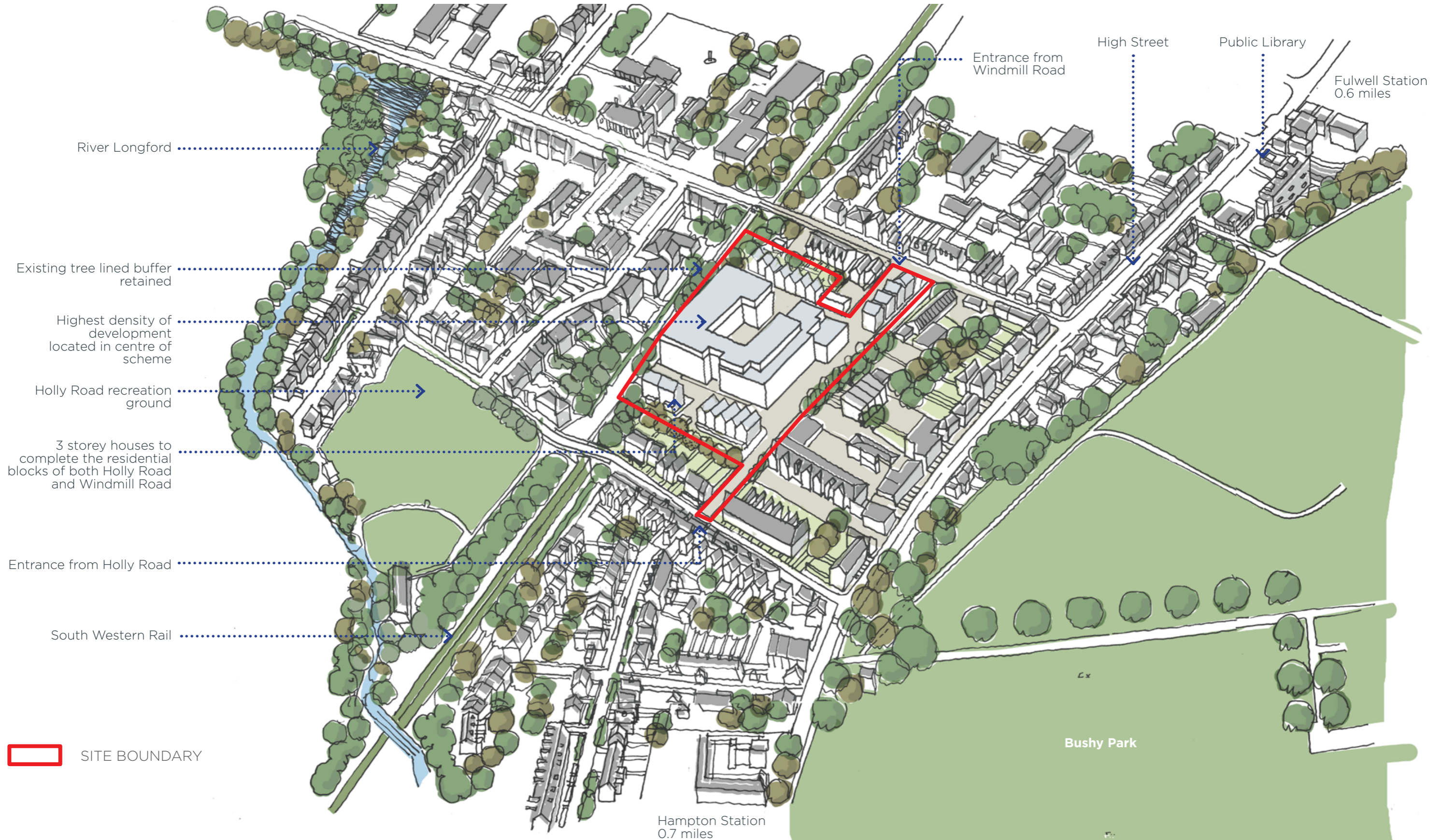
PROPOSED

-  COMMERCIAL USE
-  RESIDENTIAL USE
-  SITE BOUNDARY

5.2 SCALE DIAGRAM



5.3 THE PROPOSAL IN CONTEXT



5.4 SITE LAYOUT DIAGRAM



Commercial front serves as a visual marker terminating entrance view.

New commercial quarter created from Windmill Road serving as a natural extension of the surrounding uses.

Existing boundary conditions improved through landscaping.

Terrace houses added to complete residential block with existing dwellings on Windmill Road

Existing green edge retained

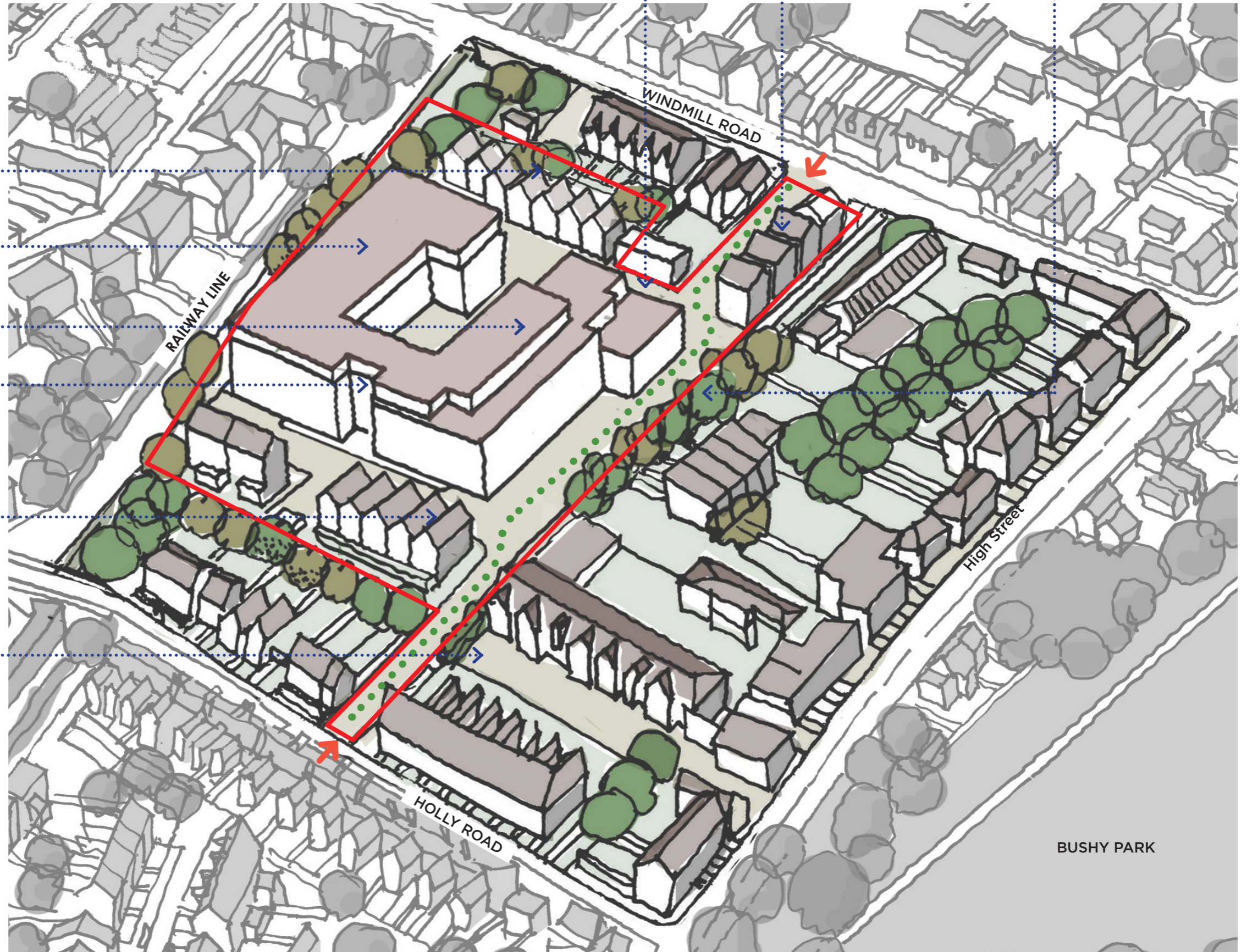
Communal amenity space created over covered car park

Apartment block created in centre of development stepping up from 4 to 5 storey using the sloping topography of the site to minimise any potential visual impact on existing dwellings

Mews Houses added to edge to complete residential block with existing dwellings

Green pedestrian route created to improve permeability

-  SITE ENTRANCES
-  SITE BOUNDARY



5.5 SITE SECTIONS

The proposed buildings were reconfigured in order to better respond to site constraints, neighbouring properties and also daylight and sunlight requirements;

- Block 1 - setback has been introduced to the eastern elevation; height on the eastern side has been reduced to 3 storeys, gradually increasing to 5 storeys on the western side;

- Commercial element in Block 1 has been moved entirely to the ground floor to create an active edge along the new pedestrian link;
- Additional commercial zone has been created on the western edge of ground floor in Block 1, overlooking the railway line and accessed from a dedicated entrance on the northern elevation;

- Northern and Southern house terraces have been pushed back to maintain min. 20m back-to-back separation distances between the existing and the proposed house terraces.

 EXISTING BUILDINGS SILHOUETTES

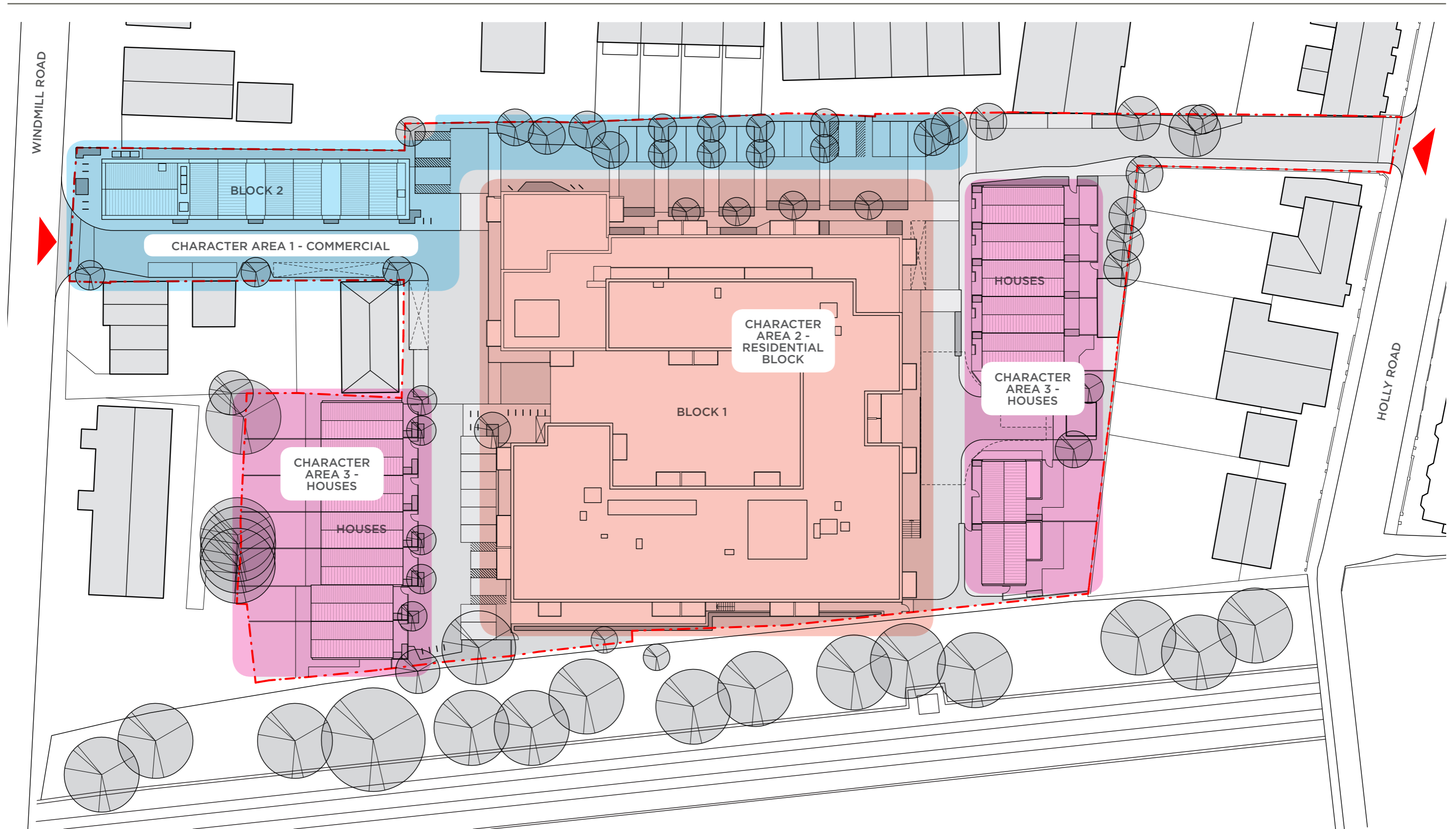
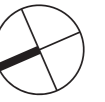


5.5 SITE SECTIONS

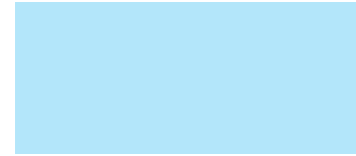
 EXISTING BUILDINGS SILHOUETTES



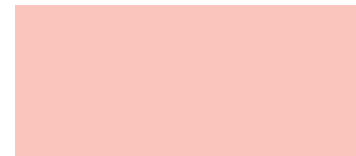
5.6 CHARACTER AREAS



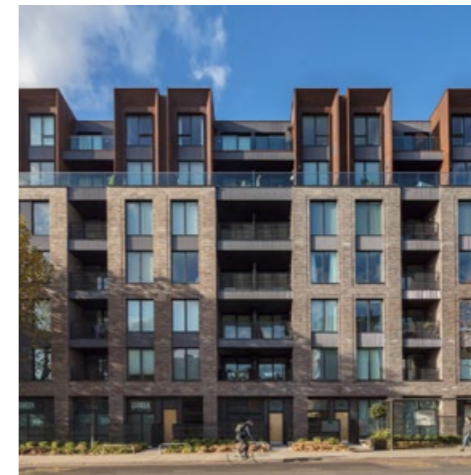
5.6 CHARACTER AREAS



CHARACTER AREA 1
COMMERCIAL ZONE



CHARACTER AREA 2
RESIDENTIAL BLOCK



CHARACTER AREA 3
HOUSES



5.7.1 CHARACTER AREA 1 COMMERCIAL ZONE - ARCHITECTURE

DESIGN APPROACH

The proposed design for the commercial zone takes its reference and inspiration from the surrounding local context and buildings within the conservation area, which is close to the site.

For the commercial block, we are proposing 893 m² of flexible commercial space for office, research and workshop B1(a)/B1(b)/B1(c) uses.

The new commercial space on Windmill Road takes its inspiration and complements the adjacent Old Library frontage. Brick colour, detailing and fenestration patterns have been developed to provide continuity with the streetscape, referencing the locally listed building in a modern language. Its characteristic ornate verge detail has also been cited in a simple contemporary form.

Slot windows have been introduced at high level to allow for passive cooling and cross-ventilation to the commercial units.

Potential overlooking issues have been designed out by careful fenestration arrangement and locating only high-level slot windows on the east elevation.

