



CGI of Proposed Commercial Space from Windmill Road

STATEMENT OF COMMUNITY INVOLVEMENT

St Clare Business Park, Hampton Hill

30 June 2022

Prepared for Notting Hill Home Ownership Ltd
By Comm Comm UK

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1 Executive Summary

Notting Hill Home Ownership Ltd, a subsidiary of Notting Hill Genesis (“The Applicant”) has undertaken a lengthy programme of community involvement and consultation for proposals for the redevelopment of St Clare Business Park. This began in March 2018 with a previous planning application. Community engagement recommenced in May 2022 for this updated scheme and will continue up to the submission of this new application.

In October 2019, Notting Hill Genesis submitted a planning application to the London Borough of Richmond upon Thames (19/3201/FUL). This was recommended for approval but was refused at Committee on the basis of two matters: loss of employment floor space and affordable housing. Following discussions with the Council on how these matters can be remedied, revised proposals have been prepared and form the basis of this new application.

This next round of community involvement and consultation built on the previous rounds and ensured that as many stakeholders as possible were aware of and understood these new proposals. The programme focused on London Borough of Richmond upon Thames members, local politicians, residents from the surrounding area, local businesses and community groups.

The consultation for the new application started on 27 May 2022 when 1,099 flyers were sent out to local residents and businesses inviting them to attend an online webinar on Wednesday 8 June. Handshake letters were also sent to political and community stakeholders inviting them to meet so that the team could explain the new proposals.

The webinar was attended by 31 people, with 54 questions put to the team in the live Q&A session. Discussion included how these proposals differed from the previous application and the overall consultation timeline and programme. Opinions on the design of the employment building were expressed, and questions asked regarding height and overlooking, parking and traffic generation and the type of housing to be provided.

The website www.stclarenhh.com, which had been launched in March 2018, was updated to allow interested parties to access information online and get in touch with the project team. Since the website was updated in May 2022, the website received 173 unique visitors (true at 23 June 2022)

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

2 Introduction

Notting Hill Home Ownership Ltd is proposing redevelopment of St Clare Business Park in the Hampton Hill area of the London Borough of Richmond upon Thames.

The proposals are for:

Demolition of existing buildings and erection of 1no. mixed use building between three and five storeys plus basement in height, comprising 98no. residential flats (Class C3) and 1,172sq.m of commercial floorspace (Class E); 1no. three storey building comprising 893sq.m of commercial floorspace (Class E); 14no. residential houses (Class C3); and associated access, external landscaping and car parking.

Of the 112 new homes, 50% will be affordable homes for Shared Ownership and London Affordable Rent. The scheme will also provide 2,065sqm of high-quality flexible commercial space for office, research and light industry uses, in accommodation more suitable to the local area and business needs.

St Clare Business Park is located to the west of Hampton Hill High Street, the site is currently under-occupied by light industry companies. Most of the existing industrial buildings on-site date back to the 1970s and 1980s and are not fit for purpose in their current condition. Redevelopment of St Clare Business Park presents an ideal opportunity to bring forward a mixed-use scheme within the existing urban footprint of Hampton Hill.

The Applicant is working with award-winning architecture practice, AHR, who has extensive experience in designing mixed-use schemes in suburban locations around London. The design and materials will ensure the new development is sympathetic to its surroundings and wider Hampton Hill area.

Following a full programme of community involvement and consultation from March 2018 to October 2019, Notting Hill Genesis submitted a planning application to the London Borough of Richmond upon Thames in November 2019 (19/3201/FUL). This application is currently under appeal.

Since May 2022, the Applicant has undertaken a further programme of community involvement and consultation ahead of a new submission of a planning application to the London Borough of Richmond upon Thames. The aim of the programme was to present the new proposals to as many stakeholders as possible and engage and inform the local community and receive feedback on the scheme. The team will continue to engage with stakeholders throughout the planning process and beyond.

The following document has been prepared to outline the methodology undertaken for the 2022 consultation, the events and meetings that were held during this period of time and the feedback received on the revised proposals. It also refers to extensive consultation which took place between 2018 and 2019, which informed the final design.



3 Why Consult

Comm Comm UK was instructed by Notting Hill Home Ownership Ltd to assist with the pre-application community engagement around the proposals for St Clare Business Park, Hampton Hill.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and implementing consultation and communications programmes.

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why. The consultation process and local community can also help to inform and improve the design.

Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework. Both encourage developers to engage proactively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include The Killian Pretty Review 2008 and HM Government's Code of Practice on Consultation 2008.

4 Overview of Methodology

This section sets out the pre-application consultation undertaken by the Applicant and the project team. It outlines how the project team engaged with the local community and stakeholders in the surrounding area.

The consultation programme started engaging with the local community before an application was submitted to the London Borough of Richmond upon Thames and built on engagement carried out during the previous application in 2018 and 2019.

The overall strategic aims for consultation were to:

- Ensure as many people in the local area as possible were engaged
- Ensure as many local people in the local area as possible understood the proposals and had the opportunity to feed into the consultation process
- Promote positive aspects of the scheme and gain support locally
- Provide an opportunity for local people to give feedback
- Make changes to the proposals following feedback or explain why they could not be incorporated.

Stakeholders

Our audiences were identified as follows:

- London Borough of Richmond upon Thames members and officers, including:
 - Fulwell and Hampton Hill ward councillors
 - Leader and Joint Deputy Leaders of the London Borough of Richmond upon Thames
 - London Borough of Richmond upon Thames Council Mayor
- Richmond BID
- The Twickenham Society
- The Richmond Society
- The Hampton Society
- Hampton Hill Association
- The Friends of Bushey and Homes Park
- Hampton Hill Business Association Ltd
- Local residents and businesses from the surrounding area.

Consultation Timeline

2022 Timeline

Date	Activity
Friday 27 May 2022	Handshake letters were posted and emailed to political and community stakeholders 1,099 invitation flyers were hand-delivered to the local community informing them of the forthcoming online webinar The project website www.stclarenhh.co.uk was updated with details of the webinar and how to contact the team
Wednesday 8 June 2022, 6-7pm	Online public webinar took place on Zoom
Wednesday 15 June 2022	A recording of the webinar, the presentation and a written summary of the Q&A session were posted on the project website.
July 2022	The project team are due to meet with Councillor Jim Millard (Joint Deputy Leader, Spokesperson for Housing) and members of the Richmond Housing Enablement team to discuss the proposals in more detail.

Previous Consultation Summary

The consultation carried out in 2022 built on the extensive engagement carried out from March 2018 before a planning application was made in November 2019. A brief summary is given below:

- Phase One took place in March 2018. Notting Hill Genesis held two public exhibitions on Thursday 22 March 2018 and Saturday 24 March 2018 to meet the community and introduce proposals for St Clare Business Park.
- Phase Two took place from May 2018. Two update sessions were held on Tuesday 12 June 2018 and Thursday 14 June 2018 and residents were able to book meetings with the team or drop-in any time to discuss the proposals in more detail. Newsletters were issued to the community in August 2018 and December 2018 to give updates on the proposals and the next steps.
- Phase Three took place from February 2019. Two public exhibitions were held on Saturday 9 March 2019 and Wednesday 13 March 2019. An FAQ newsletter was also distributed to the area in June 2019.
- 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 proposals ahead of submission.

In addition to these public exhibitions and events, stakeholder meetings were held throughout this pre-planning engagement 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 Figures:

- Phase One: 2 public exhibitions, 108 visitors
- Phase Two: 2 public exhibitions, 63 visitors
- Phase Three: 2 public exhibitions, 65 visitors
- Website: 1,490 unique visitors, March 2018 – October 2019
- 12 meetings held with political and community stakeholders

The majority of attendees were in favour of the principle of redevelopment of the site and agreed with the proposals to develop a mixed-use scheme and expressed support for the proposed new commercial space for traditional office uses, creative workspaces and co-working areas. The main areas of concern were the height of the apartment building and traffic and parking concerns.

Changes Made to the Scheme Following Consultation

During the 2018-2019 consultation period, and following feedback received from the local community, political stakeholders and statutory consultees at London Borough of Richmond upon Thames Council, the design was developed throughout the consultation to address a number of matters raised, including:

- A reduction in the height of the building from six storeys to five storeys
- A reduction to the massing of the building and the introduction of a setback whereby the eastern side of the building steps down from five to four storeys, following detailed daylight and sunlight analysis
- The brickwork tone and palette were refined, and new decorative stone detailing incorporated to take reference and inspiration from the local context and the surrounding area
- Smaller windows introduced to the rear of the townhouses that back onto Holly Road and Windmill Road
- Balcony designs amended to increase privacy between properties.
- Additional trees and planting 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 to provide a buffer between the existing homes and the new development

The Statement of Community Involvement submitted following this consultation process is included as Appendix F.

5 Consultation Materials

Copies of all materials issued as part of the consultation process can be found in the Appendices.

Introduction Letters

Initial 'Handshake letters' were posted and emailed to political and community stakeholders and tenants on Friday 27 May 2022. The letter introduced the scheme, gave details of the proposals and the public webinar and offered the opportunity to meet to discuss the scheme. The letter can be found in Appendix A. Letters were sent to all stakeholders listed under Overview of Methodology – Stakeholders.

Invitation Flyers

1,099 Invitation flyers were hand-delivered to the local community on Friday 27 May 2022 to invite the local community to consultation events. A contact email address, telephone number and website URL were available for local residents to get in touch with any queries prior to the event. The flyer and map of the distribution area can be found in Appendix B and Appendix C.



Fig 1: Invitation flyer for public webinar sent 27 May 2022

Website

The website www.stclarehh.co.uk, which had been launched in March 2018 was updated on 27 May 2022 with details of the online webinar and how to register to attend. The website contains details of the site, an introduction to the team and information on how to contact them. It also includes downloads of previous consultation material and newsletters.

A video recording of the webinar was uploaded to the website on 15 June 2022 along with the presentation slides and a summary of the Q&A session, which can be downloaded. The website will continue to be updated throughout the planning process and beyond.

Public Webinar, June 2022

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.



Fig 2: Screenshot of Webinar

The presentation included slides with information about:

- The current site
- The proposals
 - The proposals in context
 - Site layout/Scale diagrams
 - Site sections
- Character Areas
 - Commercial Zone
 - Residential Zone
 - Houses
- Expanded Business Space
- Sustainability
- Improved Green Landscape
- Benefits of the current proposal
- Timeline and next steps.

The presentation is available to view in Appendix D



CGI of Proposed view of terraced houses

6 Stakeholder Meetings

The programme during the previous public consultation in 2018-2019 included twelve meetings with local community and political stakeholders where a strong line of communication was established.

All previous stakeholders as well as any newly elected councillors were invited to meet with the project team to discuss the revised proposals and the benefits of the scheme.

Meeting with Councillor Jim Millard, Joint Deputy Leader, Spokesperson for Housing and members of the Housing Enablement Team for Richmond, Tuesday 5 July 2022

The team are due to meet with Cllr Jim Millard and members of the Housing Enablement Team for Richmond to discuss the proposals for St Clare Business Park in more detail and to answer any questions they have regarding the scheme.

7 Overview of Feedback

Public Webinar, Wednesday 8 June 2022

On Friday 27 May, **1,099** flyers were hand-delivered to neighbours inviting them to the public online webinar to hear about the revised proposals and participate in a live Q&A session. The webinar was held on Wednesday 8 June 2022 between 6pm and 7pm.

46 people registered and **31** unique visitors attended the zoom webinar. There were **54** questions asked using the live chat function. The team explained that this was the only event prior to the submission of a new planning application, that the recording would be available to view online and that any comments could be made via the website or by email.

The discussion included:

- Attendees raised concerns over the height of the building and potential overlooking of their gardens and homes. It was explained that the new buildings will be of various heights and stepped up to five storeys at the centre of the site and towards the railway line, helping to minimise the impact on neighbouring properties.
- Concerns were raised and addressed regarding vehicle access, traffic and parking provision on site.
- In response to a query on the amount of affordable housing that would be available to local people, it was explained that 50% of the homes would be affordable. Details were also given about the affordable rental levels in Richmond.
- In response to queries on whether the team would consider changing the proposals, it was explained that they had taken onboard feedback and concerns from residents throughout the consultation period throughout the previous application process and the new application. The aim was still to develop a mixed-use scheme that provides homes for Richmond, including affordable homes and improved employment space to create local jobs.

A detailed summary of the Q&A session is available in Appendix E.



CGI of Proposed view of St Clare residential zone

8 Conclusion

Throughout this process, the Applicant has undertaken consultation with the local community, political stakeholders and statutory consultees to support understanding of the revised proposals.

As a result of feedback received during the earlier public consultation phases that have taken place, the project team reduced the height of the proposed development from six storeys to five storeys, introduced additional setbacks and increased landscape to mitigate any impact on neighbouring properties. Subsequently, the project team has taken onboard comments from the Planning Committee and expanded the employment space to provide more jobs and has also improved the energy strategy and green landscape.

Notting Hill Home Ownership Ltd is committed to engaging with the community and will continue to provide updates following the submission of the application.

Statement of Community Involvement Appendices



www.nhggroup.org.uk

Councillor <name>
c/o Democratic Services
York House
Richmond Road
Twickenham
TW1 3AA
<email address>

26 May 2022

Dear <name>,

RE: Notting Hill Genesis updated proposals for the redevelopment of St Clare Business Park

Notting Hill Genesis is consulting on a new planning application for the redevelopment of St Clare Business Park in Hampton Hill. We will be hosting a public webinar on Wednesday 8 June 2022 from 6-7pm and would also like to invite you to meet with us to talk about the revised proposals at the earliest opportunity.

Notting Hill Genesis has taken on board comments from the LB of Richmond-upon-Thames's Planning Committee and has increased the amount of new employment space to be provided at St Clare Business Park. We have also taken this opportunity to improve the energy strategy and green landscaping for the site.

St Clare Business Park is currently occupied by offices and light industrial units. The existing buildings on-site date back to the 1970s and 1980s and are no longer fit for purpose. Redevelopment of the site presents an opportunity to provide new homes and commercial space to complement the surrounding area and contribute to the borough's housing targets.

Notting Hill Genesis is one of London's largest housing associations and registered provider of social housing, managing more than 66,000 homes in London and the South East. At St Clare, we are committed to providing high-quality, affordable homes that meet the needs of local people and commercial units to maximise local employment opportunities. We will maintain a long-term presence at St Clare, managing the new homes, commercial buildings and surrounding landscaped spaces.

Our proposed scheme will provide:

- 112 new homes, including 50% affordable homes for Shared Ownership and London Affordable Rent

Notting Hill Genesis Phone 020 3815 0000
Bruce Kenrick House Fax 020 3815 0005
2 Killick St, London, N1 9FL Email info@nhg.org.uk

Notting Hill Genesis is a charity incorporated as a community benefit society under the Co-operative and Community Benefit Societies Act 2014 (2746) and is registered with the Regulator of Social Housing as a social housing provider (RHS0). Registered office: Bruce Kenrick House, 2 Killick Street, London, N1 9FL.



- A mix of townhouses and apartments, including one, two- and three-bedroom homes. All homes will have private amenity space in the form of balconies or gardens
- 2,047sqm of high quality, flexible commercial space for office, research and workshop uses
- A sustainable energy strategy featuring air source heat pumps
- New trees, a podium garden, landscaping and play space
- A new high-quality pedestrian and vehicle entrance on Windmill Road, creating a new safe pedestrian link through the site for the community
- Extensive greening and biodiversity uplift throughout the site including green and brown roofs.

We hope you are able to meet with us to discuss the revised proposals at the earliest opportunity. Please contact Tamsin Martin at Comm Comm UK on 020 7125 0421 or email tamsinh@commcommuk.com to arrange a suitable time or if you have any queries.

Yours sincerely

Julian Wein
Assistant Planning Director
Notting Hill Genesis

Appendix A: Example of handshake letter



Our vision is to redevelop St Clare Business Park in order to provide high-quality commercial space and much-needed new housing. We have taken on board comments from the Planning Committee and have developed revised proposals which we would like to share with you.

If you have any questions, please contact Tamsin Hartin at Comm Comm UK:

- ☎ 020 7125 0421
- ✉ tamsinh@commcommuk.com
- 🌐 www.stclarenhh.co.uk

**Wednesday
 8 June 2022
 6pm**



Please register by scanning this QR Code or by visiting our website.

The project team will present their revised proposals, followed by a live Q&A session.



Appendix B: Invitation Flyer



Appendix C: Flyer Distribution Area

WELCOME TO ST CLARE BUSINESS PARK ONLINE PUBLIC WEBINAR

Wednesday 8 June 2022



INTRODUCTIONS

The project team



Levitt Bernstein **People.Design**
Landscape Architect



THE SITE



OUR PROPOSALS

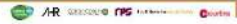
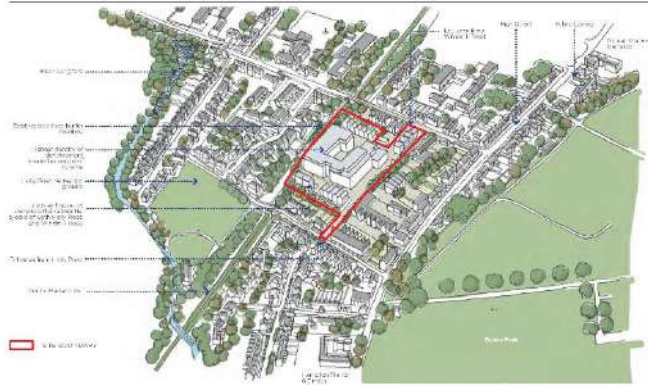
- 112 new homes, including 50% affordable homes
- 2,047sqm of high quality, flexible commercial space
- 106 car parking spaces including electrical charging points
- 239 residential and commercial cycle parking spaces.
- A sustainable energy strategy featuring air source heat pumps
- New trees, a podium garden, landscaping and play space
- A new high-quality pedestrian and vehicle entrance on Windmill Road
- Extensive greening and biodiversity uplift throughout
- A new pedestrian and cycle connection created between Holly Road and Windmill Road.



Appendix D: Slides from the Webinar on 8 June 2022

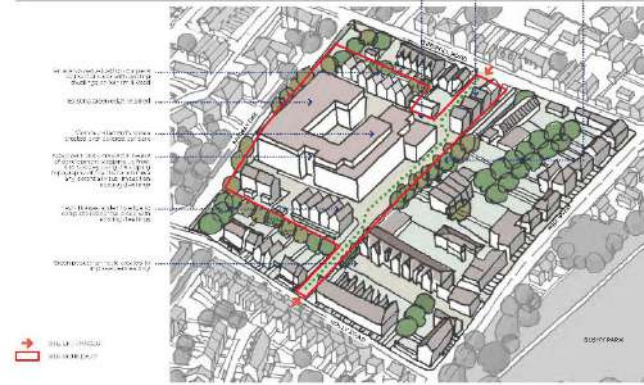
PROPOSED DEVELOPMENT

THE PROPOSAL IN CONTEXT



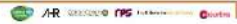
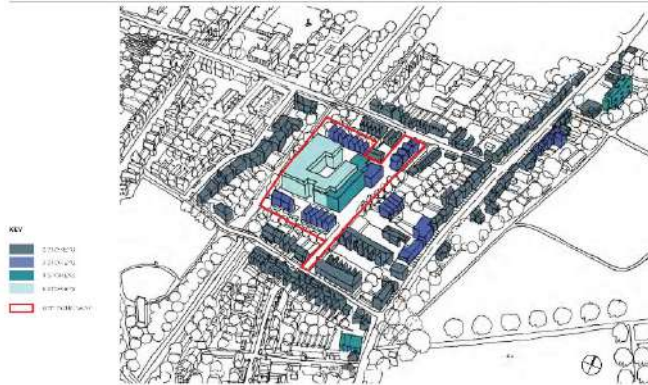
PROPOSED DEVELOPMENT

SITE LAYOUT DIAGRAM



PROPOSED DEVELOPMENT

SCALE DIAGRAM



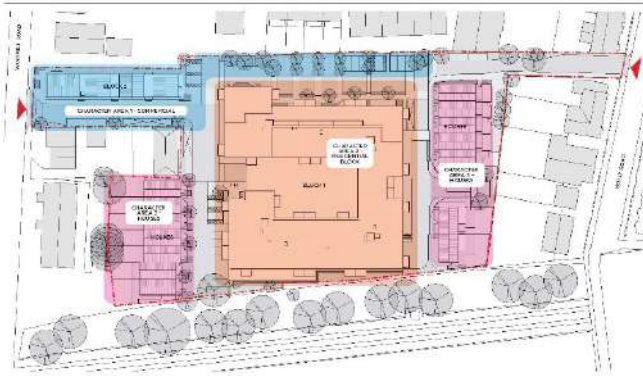
PROPOSED DEVELOPMENT

SITE SECTIONS



PROPOSED DEVELOPMENT

CHARACTER AREAS

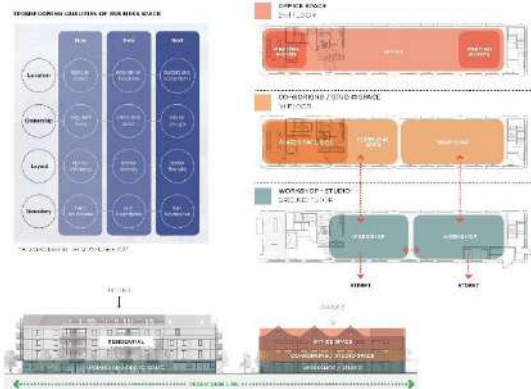


CHARACTER AREA 1: Commercial Zone



CHARACTER AREA 1: Commercial Zone

USES AND STRATEGY



CHARACTER AREA 1: Commercial Zone

EXAMPLES

- OFFICE SPACE**
 - Flexible office space
 - Flexible workspaces for different scales of businesses
 - Support and services for start-ups and SMEs
 - Shared workspace
- OPEN-ENDED / SHARED SPACE**
 - Support for businesses, including start-ups and SMEs
 - Flexible workspaces for different scales of businesses
 - Shared workspace
 - Shared workspace
 - Shared workspace
- WORKS-OF-STUDIO**
 - Flexible workspaces
 - Flexible workspaces
 - Flexible workspaces
 - Flexible workspaces

CHARACTER AREA 2: Residential Zone



AR GARDNER & THEOBALD FPS

CHARACTER AREA 3: Houses



AR GARDNER & THEOBALD FPS

KEY CHANGES TO NEW PROPOSALS

-  Increased employment space
-  Improved energy strategy
-  Improved green landscape






AR GARDNER & THEOBALD FPS

EXPANDED BUSINESS SPACE

BLOCK 1 PLANS

GROUND FLOOR PLAN

- KEY**
-  OFFICE/RETAIL/SHOP
 -  COMMERCIAL/RESIDENTIAL
 -  MARKET/RETAIL ONLY



AR GARDNER & THEOBALD FPS

SUSTAINABILITY



Improved Energy Strategy (ASHP)



Urban Greening Factor



Electric Vehicle Charging Points



BREEAM Excellent



IMPROVED GREEN LANDSCAPE

Example images:



BENEFITS



Employment Space



Green Landscaping



Local Community Contribution



Affordable Housing



Improved walking routes



Transport



TIMELINE AND NEXT STEPS

- 8 June: Online Consultation Event
- End of June: Planning Application submitted to London Borough of Richmond upon Thames
- Winter 2022: Anticipated Planning Committee
- Spring 2023: Subject to planning consent being granted, works commence on site
- Spring 2025: Estimated completion date





St Clare Business Park, Online Public Webinar Q & A session, 8 June 2022

Following the online presentation, the local community were given an opportunity to engage in a live Q&A session with the project team. We have summarised the discussion below.

Consultation Process

Will there be another webinar or is this the sole consultation?

This is the only consultation event that we are planning for this application, but please contact us via email or the website if you have any questions or you would like to meet.

Would you consider developing something together with local residents?

As some of you are aware, we've held a number of consultation events from the original proposal through to the current day. We are aware of and have taken on board residents' concerns and have made a number of changes throughout the evolution of the scheme. We have reviewed distances from neighbouring properties and the heights of the buildings and we've made changes as a result of that. We have made a number of changes to the design following comments received and have taken on board comments and concerns from residents throughout the consultation period throughout the previous application process and the new application.

Can we see the recording and slides of this presentation?

The recording, presentation slides and a summary of the Q&A session will be uploaded to the website: www.stclarenhh.com. Do get in touch by email to tamsinh@commcommuk.com or phone 020 7125 0421 if you have any other questions.

Site Design

How is this any different to the previous planning application? How many fewer houses or apartments are there? Are you still pursuing 5 storeys?

During the consultation this evening, we have tried to illustrate the change to the scheme. The application is different in that we are providing an increased amount of employment floorspace within the site, and that was a direct response for the reasons given for refusal at planning committee. In terms of the number of houses and apartments we're still proposing the same number – 112, which consists of 98 apartments and 14 houses.

In terms of heights, they remain the same as previously proposed. We still believe that the design heights and form of the building is appropriate to the local context and location. The number of homes and design proposed has been supported by the Council in the pre-app discussions we've had over the last few years.

Why are you still pursuing 5 storeys when it isn't in keeping with the local area?

We feel that this is the right height for a site of this size, and the 5-storey element is located furthest away from neighbouring properties in the centre of the site and towards the railway line. It then steps down to respect the neighbouring properties on the eastern edge. We have undertaken daylight and sunlight analysis as before to make sure there's no adverse impact on neighbouring properties and have had extensive discussion with the planners and we are in agreement that 5-storey height is appropriate in that location.

Looking at the Commercial zone area picture, is there enough room for two cars to pass each other? The picture only shows cycles.

Yes – there is enough space for two cars to pass.



In what way is the commercial building complimentary in character to the historic library building adjacent (except for brick colour)?

As well as the brick as mentioned and gable roof form we are quoting quite a lot of traditional details but presented in a much more contemporary form so it's not a pastiche. We feel the design will be very harmonious with the old Library.

The brick quoin details on the library have been transferred over to the proposed building through the expressed recessed brick details running along the ground floor. In addition, the window proportions and fenestration patterns have been developed to provide continuity across both buildings. The library's characteristic ornate verge detail has also been used in a simple contemporary form expressed with a stone capping.

The local area and high street have a mixture of architectural styles, the proposed building design will complement the area when viewed in this context. In addition, the design approach and appearance has support from the local planners who agree this is the right approach.

Has the distance between the existing properties surrounding the site and the new proposal changed at all?

The distances remain the same.

Why are the gardens for the boundary houses so small?

We have taken into account all the aspects of the site and balanced it out. We designed the gardens to meet planning policy and in that respect they are sufficient in size. We cannot have huge gardens at the expense of the roads, for example.

Access/Traffic

Will the only vehicle access be via windmill road?

There will be two vehicle access points which will service different car parks from either side. One from Windmill Road, and the existing Holly Road access which will be retained. The strategy is that general vehicles won't be able to drive through from one side of the site to the other to create a rat-run.

The exception to this is for large vehicles, such as refuse lorries. Due to the constrained access at Holly Road, we are proposing a vehicle control point within the site (bollards) so that larger vehicles can access the site from Windmill Road and gain access to all parts of the site. Vehicles will then leave back the way they entered the site via Windmill Road.

How will the increase in traffic affect things? Windmill road is a busy road especially during school drop off and pick up times.

As there are there are two access points, when we talk about traffic generation from the site, it will be split into two locations in terms of cars.

As part of any planning application, we have to present a traffic assessment that is scrutinised by Borough's Highways officers. We have to follow standard methodology in how we calculate vehicle generations and the time periods we look at. All the methodology has been agreed – and mirrors what was done in previous assessments.

As mentioned before, car trips are split between 2 access points, so not all are coming and going via one access point. We've calculated the trip generation to be as follows for AM (08.00 to 09.00) and PM (17.00 to 18.00) peak periods.



- During the AM peak period 28 two-way vehicles via the Holly Road access and 22 via Windmill Road.
- During the PM peak period 21 two-way vehicles via the Holly Road access and 18 via Windmill Road.

This is without offsetting the traffic that could be generated by the site should it come back into full operation (which would be permissible under extant planning consent). When this is considered, there are negligible changes in traffic movements at the Holly Road access with minor increases at the Windmill Road access.

Will there be extra traffic on Holly Road both while building works are happening and once built? This is a very narrow Victorian Rd with a bridge that only one car can pass at a time and with lots of school children walking along?

In terms of the construction access, we are well aware of the constraints around Holly Road. A lot of thought has gone into the construction phasing to avoid issues. Construction vehicles are expected to access/egress the site through Windmill Road and avoid Holly Road.

Can you confirm how much of the dwellings will need to gain access to properties from Holly Road Windmill Rd

In terms of units, it will be 59 by Windmill Road and 53 by Holly Road. In terms of car parking spaces and trip generation, the split is slightly different due to the position of the commercial car parking spaces.

Residents have strongly objected to the access from Windmill Road. Have any changes been made to the plan to take on board the local objections?

No, in that respect the design remains the same – there will be vehicle access/egress from both entrances.

How safe is it going to be for pedestrians to walk past the entrance on Windmill Road with vehicles driving in and out? Lots of school children walk this way?

There are existing side streets and vehicle cross-overs located all along Windmill Road so these features are common. It will be clear the new access will be used by vehicles and it will have tactile paving. The design has been tested using specialist computer software and the appropriate visibility splays (for both pedestrians and vehicles) will be provided ensuring the safety of pedestrians.

We will also have to go through a technical design process with the Borough to tie into the existing public highway. This will include undertaking road safety audits.

Parking

How does 98 parking spaces provide enough parking for 112 homes & visitors/deliveries/office workers? The local streets are already very difficult to park in.

We know from being involved in the site for a while that there are sensitivities around car parking on local streets.

There are a number of factors that influence the amount of car parking that will be provided at the site. The primary one being the maximum we are permitted to provided in line with adopted planning policy. For the residential part of the scheme we are providing just over the maximum parking standards (following agreement with the Borough).

The other factors that influence the amount of car parking to be provided on-site include dropping car ownership rates and people's lifestyle choices. For example, if you own a vehicle you wouldn't



tend to buy a house without a car parking space. Also, since the pandemic, people are more self-sufficient locally and are not necessarily as reliant on a car.

We understand that it's a complicated issue, one that is governed by planning policy and we're trying to work with the Borough to find the right solution.

How many visitors parking spaces are provided?

The visitor parking bays are tied into the overall parking provision. There will be designated spaces per unit but not specific visitor spaces. There will be a flexible approach to the commercial. We will also look to introduce a local car club and look to encourage people to visit the site by active modes wherever they can.

Housing

Are these going to be affordable homes for local people?

We are proposing 50% affordable housing on site, so that means of the 98 flats, 56 will be affordable: 21 at London Affordable Rent, and 35 Shared Ownership. The London Affordable Rents benchmarks are set by the Mayor. The current rate of rents for this year are for a 1 bed: £168.34pw, 2 beds: are £178.23, 2/3 beds: £188.13. In comparison to local estimated market rents of 1 bed: £275, 2 bed: £401 and 3 bed: £475, you can see that the London Affordable Rents are significantly lower than standard market rate, so very affordable homes for those on the Richmond housing lists

In terms of Shared Ownership, this is a product where people can buy a share of their home and pay rent on the remainder. Buyers can purchase an initial share of between 25-40% of their home. In terms of affordability, Shared Ownership homes are eligible for households earning up to 90k per annum. At St Clare Business Park, it is estimated that the 1 and 2 bedroom homes will be affordable for households earning between £55,000 and £75,000 per annum. Based on average local incomes, these homes will be affordable to local people.

The rest of the residential accommodation will be available at market rates.

How many residents do you expect to accommodate?

We are looking to provide 112 residential homes, consisting of 1/2/3 bedroom properties. Using the average household size for London we estimate that the development could accommodate approximately 286 residents.

Neighbourhood concerns

How are you responding to the concerns over density, traffic and level of being overlooked which residents have raised consistently??

We have already responded to this in terms of the extent to which the site has been planned, where the overall heights are, and also in terms of suitable and sensible densities for the site. We have also discussed how we are providing a suitable number of car parking spaces, which is slightly over what the planning policy requires of us.

In terms of making sure we have private amenity space for all the units and meeting all the guidelines that Richmond set, which are very robust in terms of providing sufficient amenity space and child play space on site, which we're able to do. We feel comfortable with what we are able to provide on-site, and it sits well with the commercial space as well.

How will the local area take on all these extra households? The transport/schools/doctors are already pushed to all resources and struggle with the current population.

Statement of Community Involvement Appendices



Housing is a priority need in Richmond, especially affordable housing. In considering projected housing numbers, the local authority also plan for infrastructure needs, including public transport and the local highway network, in addition to school places and doctors' surgeries etc.

There are two ways in which it is ensured that this development mitigates against those impacts and supports itself. The first is in relation to a S106 agreement, which would be expected for a development of this size and within which the development would be contributing towards local employment opportunities and construction jobs. There would also be 5278 works which will form part of an agreement, in terms of local improvements and repairs to roads within the surrounding area. Most particularly, in terms of education contributions and to ensure that there's enough spaces at doctors' surgeries within the local area, the development will be required to pay a Community Infrastructure Levy. This is a tax which is levied against every additional metre of floorspace that is provided.

Other

What will you do to mitigate the noise from the Air source heat pumps (ASHPs)?

As part of the design, the ASHPs will be covered to mitigate visual impact and also the noise. They are located on the roof, so are as far away from residential properties as possible and the visual and sound impact is minimized.

What's the sight line down to Penny Farthing Mews' gardens? Can storeys 4 and storey 5 see down there?

We are taking measures to ensure that overlooking will be prevented. These measures include the location of the balconies, visual screens and higher trees in the area between the residential block and the Penny Farthing Mews gardens.

How many office workers do you expect to accommodate?

This is hard to quantify, as we would be basing our figures on averages and densities. By looking at the floorspace, we anticipate that the minimum number of jobs provided could be around 44, but is likely to be more. The final numbers will be dependent on the companies that are attracted to the area.

Planning timeline/Next Steps

When are you intending to submit your application?

We are hoping to submit our planning application by the end of June. We will let everyone know who has registered for updates.

Are you still appealing the rejection of your original proposal?

Yes, we are. The appeal is currently under way with the London Borough of Richmond-upon-Thames.

If your planning application fails do you have a Plan B? Are you looking to explore other options in other areas which are not so densely populated?

We are very keen to get planning consent for St Clare. As a number of you are aware we have been working on proposals for a number of years. We do have other sites in London and the South East, but we are committed to try and receive planning consent for St Clare and develop a mixed use scheme that provides homes for Richmond, including affordable homes and improved employment space to create local jobs and that is our aim for this site.

ENDS

Appendix E: Summary of Q & A session at Webinar on 8 June 2022



CGI of Proposed Commercial Space from Windmill Road


STATEMENT OF COMMUNITY INVOLVEMENT

Notting Hill Home Ownership Ltd, St Clare Business Park

October 2019

Comm Comm UK
Community Communications

1 Bouchier Street
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EXECUTIVE SUMMARY

Notting Hill Home Ownership (Notting Hill Genesis) has undertaken a long and extensive programme of community involvement for the redevelopment of St Clare Business Park. This began in March 2018 and will continue up to the 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, local politicians, 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 able 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. Newsletters were issued to the community in August 2018 and December 2018 to give updates 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. An FAQ newsletter was also distributed to the area in June 2019
- 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 engagement with local ward councillors, current tenants of the site, representatives of the neighbouring development at 63-71 High Street and Penny Farning Mews residents to discuss the proposals in more detail.

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 (true at 3 October 2019).

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 setback was introduced following detailed daylight and sunlight analysis
- 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 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 that back onto 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
- Balcony designs have been amended to increase privacy between properties.

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. Notting Hill Genesis is also committed to engaging with the local community during the construction phase to allow for ongoing dialogue.

1 INTRODUCTION

Notting Hill Housing and Genesis Housing Association merged in April 2018 to create a new organisation, Notting Hill Genesis. Notting Hill Genesis is part of the Notting Hill Home Ownership Ltd group.

Notting Hill Genesis is proposing redevelopment of St Clare Business Park in Hampton Hill, London Borough of Richmond upon Thames.

The proposals are for:

Demolition of existing buildings to provide a mixed use building between three and five storeys plus basement in height comprising 98 residential flats (class C3) and 600 sq.m of commercial floorspace (class B1), a three storey building comprising 983 sq.m of commercial floorspace (class B1) and 14 residential houses (class C3), access, external landscaping and car parking.

Of the 112 new homes, there will be a mix of Shared Ownership, London Affordable Rent and market sale. The scheme also provides high-quality flexible commercial space for office, research and light industry uses, in accommodation more suitable to the local area and business needs.

St Clare Business Park is located to the west of Hampton Hill High Street, the site is currently under-occupied by light industrial uses. Most of the existing industrial buildings on-site date back to the 1970s and 1980s and are not fit for purpose in their current condition. Redevelopment of St Clare Business Park presents an ideal opportunity to bring forward a mixed-use scheme within the existing urban footprint of Hampton Hill.

Notting Hill Genesis is working with award-winning architecture practice, AHR, who has vast experience in designing mixed-use schemes in suburban locations around London. The design and materials will ensure the new development is sympathetic to its surroundings and wider Hampton Hill area.

Notting Hill Genesis has undertaken a programme of community involvement and consultation before the submission of a planning application to London Borough of Richmond upon Thames. The aim of the programme was to present the proposals to as many stakeholders as possible, engage the local community and receive feedback on the scheme. The methodology was designed to be flexible to respond to the community's feedback and interest in the development of the proposals. The team will continue to engage with stakeholders throughout the planning process and beyond.

The following document has been prepared to outline the methodology undertaken for the consultation, the events and meetings that were held, feedback received on the emerging proposals and how this informed the final scheme.



Imzge from June 2018 update sess

2

WHY CONSULT

Comm Comm UK was instructed by Notting Hill Genesis to assist with the pre-application community engagement around the proposals for St Clare Business Park, Hampton Hill.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and implementing consultation and communications programmes.

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why. The consultation process and local community can also help to inform and improve the design.

Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework. Both encourage developers to engage proactively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include The Killian Pretty Review 2008 and HM Government's Code of Practice on Consultation 2008.

3 OVERVIEW OF METHODOLOGY

This section sets out the pre-application consultation undertaken by Notting Hill Genesis and the project team. It outlines how the project team engaged with the local community and stakeholders in the surrounding area.

The consultation programme started engaging with the local community before an application was submitted to London Borough of Richmond upon Thames.

The overall strategic aims for consultation were to:

- Ensure as many people in the local area as possible were engaged from an early design stage
- Ensure as many local people in the local area as possible understood the proposals and had the opportunity to feed into the consultation process
- Promote positive aspects of the scheme and gain support locally
- Provide an opportunity for local people to give feedback
- Make changes to the proposals following feedback or explain why they could not be incorporated.

Stakeholders

Our audiences were identified as follows:

- London Borough of Richmond upon Thames Members and Officers
- Fulwell and Hampton Hill ward councillors
- Leader of London Borough of Richmond upon Thames
- Twickenham Member for Parliament, Rt Hon Sir Vince Cable MP
- Hounslow, Kingston upon Thames and Richmond upon Thames London Assembly Member, Tony Arbour AM
- The Twickenham Society
- The Richmond Society
- The Hampton Society
- Hampton Hill Association
- The Friends of Bushey and Homes Park
- Hampton Hill Business Association Ltd
- Tenants of St Clare Business Park
- Development team of 63-71 High Street
- Local residents and businesses from the surrounding area.

Consultation Timeline

PHASE ONE	
Wednesday 28 February 2018	Handshake letters were issued to key stakeholders, along with tenants at St Clare Business Park
Tuesday 13 March 2018	Invitation leaflets were hand delivered to the local community for upcoming Public Exhibitions Project website went live
Thursday 15 March 2018	Meeting with current tenants on-site
Friday 16 March 2018	Meeting with current tenants on-site
Thursday 22 March 2018	Phase One - First Public Exhibition (4pm-7pm) at The Pavillion Cricket Club Prior to the exhibition, the team meet with Councillor Jonathan Cardy (Hampton Hill and Fulwell ward councillor)
Saturday 24 March 2018	Phase One - Second Public Exhibition (11am-3pm) at Hampton Hill United Reformed Church
Wednesday 28 March 2018	Meeting with Councillor Jerry Elloy (previous Fulwell and Hampton Hill ward councillor)
Friday 27 April 2018	Feedback summary was issued to those who signed-up for updates
PHASE TWO	
Tuesday 22 May 2018	Handshake letters were issued to recently elected Fulwell and Hampton Hill ward councillors - Councillor Hull and Councillor Saunders
Thursday 31 May 2018	Invitation letters were delivered to the local community for upcoming Update Sessions
Tuesday 12 June 2018	Phase Two - First Update Session (4pm-7pm) at the Greenwood Centre

Saturday 14 June 2018	Phase Two - Second Update Session (4pm-7pm) at the Hampton Hill Theatre
Wednesday 21 June 2018	Meeting with Councillor Monica Saunders (Fulwell and Hampton Hill ward councillor)
Tuesday 7 August 2018	Meeting with project manager for 63-71 High Street
Friday 21 August 2018	Notting Hill Genesis newsletter to the local community
Monday 10 December 2018	Update newsletter sent to the local community on progress of the application and next steps
PHASE THREE	
Tuesday 26 February 2019	Handshake letters were issued to stakeholders with update on the design development
Thursday 28 February 2019	Flyer invitations delivered to the local community advertising upcoming public exhibitions
Saturday 9 March 2019	Phase Three - Public Exhibition (10.30am-2pm) at United Reformed Church
Wednesday 13 March 2019	Phase Three - Public Exhibition (3pm-7pm) at St James' Church
Monday 1 April 2019	Meeting with owner and project manager 63-71 High Street
Tuesday 2 April 2019	Meeting with residents of Penny Farthing Mews
Wednesday 17 April 2019	Meeting with ward councillors Councillor Saunders and Councillor Cardy and local resident
Saturday 15 June 2019	Notting Hill Genesis FAQ newsletter delivered to the local community
Tuesday 16 July 2019	Meeting with Councillor Richard Baker (Teddington ward councillor)

Tuesday 30 July 2019	Meeting with Councillor Gareth Roberts Leader of the Council, Councillor Jonathan Cardy, Councillor Monica Saunders, Councillor Matthew Hull, Councillor Suzette Nicholson and Senior Planning Officer Simon Graham-Smith
Tuesday 6 August 2019	Meeting with Councillor Geoff Acton (Cabinet Member for Business, Economy and Employment)
PHASE FOUR	
Tuesday 17 September 2019	Update Newsletter delivered to the local community
Tuesday 17 September 2019	Online Exhibition launched on the project website

4

CONSULTATION MATERIALS



Proposed view of St Clare Business Park

Copies of all materials issued as part of the consultation process can be found in the Appendices.

Introduction Letters

Initial 'Handshake letters' were posted and emailed to political and community stakeholders and tenants at St Clare Business Park on Wednesday 28 February 2018. The letter introduced the scheme, gave details of the emerging proposals and the public exhibitions and offered the opportunity to meet to discuss the scheme. The letter can be found in Appendix A. Letters were sent to all stakeholders listed under Overview of Methodology – Stakeholders (Page 8). Following the Local Elections in 2018 and the Council's Annual General Meeting, additional political stakeholders were included in the consultation. Stakeholders were kept updated on upcoming consultation events and the next steps throughout the consultation through letters, emails and telephone calls.

Invitation Leaflets

Invitation leaflets and enveloped addressed letters were hand-delivered to the local community in March 2018, June 2018 and February 2019 to invite the local community to consultation events. A contact email address, telephone number and website URL were available for the local community to get in touch with any queries. The distribution area can be found in Appendix B. Flyers and letter can be found in Appendix C (March 2018), Appendix H (June 2018) and Appendix P (February 2019).

Website

The website, www.stclarehh.co.uk, was launched ahead of the public exhibitions on 22 March 2018. It contains details of the site, an overview of the proposals and information regarding consultation. The website was updated throughout the consultation with additional information made available for download.

The website also had an online feedback form for interested visitors to register for updates or submit their comments on the proposals. The website will continue to be updated throughout the planning process and beyond.

Consultation Events

Phase One Public Exhibitions, March 2018

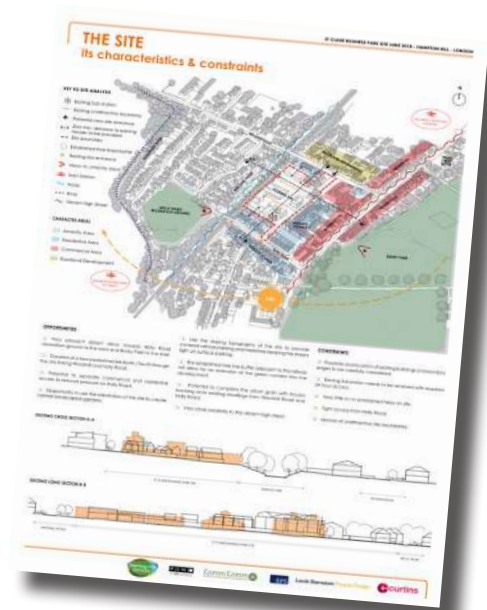
13 information boards were on display (Appendix D) at both exhibitions, detailing information about the site and the initial ideas for the proposed scheme. The boards included information about:

- The project team
- The surrounding area
- Transport
- Historical context
- Hampton Hill Conservation Area
- The current site
- The local townscape
- The proposals
- Landscape design
- The new commercial space
- Benefits of the current proposal
- Timeline and next steps.

Phase Two Update Sessions, June 2018

14 information boards were on display (Appendix I) during both update sessions, detailing information about the site and the developments of the proposed scheme. The boards included information about:

- The project team
- The surrounding area
- Transport
- Historical context
- Characteristics and constraints of the site
- The current site
- Local townscape
- The proposals
- Landscape design
- New commercial space
- Benefits of the current proposal
- Timeline and next steps
- Feedback received.



Alongside the boards on display at both events there was also a 32-page information booklet (Appendix J), which included the information from the boards with more detailed illustration of the following aspects:

- The distance between the site's existing and proposed buildings
- Further information on parking, access and servicing for the site
- The landscaping masterplan
- Information on the existing and proposed boundary treatments
- Detailed drawings showing indicative floor plans.

Phase Three Public Exhibitions, March 2019

12 information boards were on display (Appendix Q) during both consultation events, detailing information about the site and the developments of the proposed scheme. The boards included information about:

- The team
- The site, characteristics and constraints
- The current site
- Community feedback so far
- Changes to the scheme following feedback
- Proposals – new housing
- Proposals – site masterplan
- Landscape design
- Proposed commercial space
- Transport
- Benefits of the current proposals
- Timeline and next steps.

Copies of the exhibition boards from previous events throughout 2018 were also available for reference at the events. Following each event, all of the consultation materials were uploaded to the project website for members of the local community to review.

At each consultation event, an A-board was displayed on the path outside the venues, notifying passers-by of the public exhibitions. Keep-in-touch forms were also provided for attendees to leave feedback on the scheme and contact details in order to be kept up-to-date throughout the process.

Online Exhibition

On Tuesday 17 September 2019, an Online Exhibition for the proposals for St Clare Business Park (Appendix Z) was launched through the project website. The Online Exhibition was sign-posted in the September 2019 Newsletter, which invited the local community to view the Online Exhibition through the project website and find out more information. The exhibition can be viewed at:

www.stclarenhh.co.uk/online-exhibition.

The Online Exhibition include information about:

- About Notting Hill Genesis
- Our Mission at St Clare
- Our Proposals
- Design Approach
- New Homes
- Commercial Space
- Landscaping and Sustainability
- Transport and Parking
- Consultation Timeline
- Project Timeline
- Contact Us.

The project team will continue to regularly update the project website throughout the planning process through to determination and beyond.

Newsletters

Regular newsletters were issued during the consultation to keep the neighbouring community updated on the pre-planning consultation and next steps. This included:

- August 2018 - Notting Hill Genesis newsletter with details and information on the company, its mission, values and housing products available (Appendix N)
- June 2019 - Frequently Asked Questions newsletter with questions and answers on Notting Hill Genesis, the scheme, impact on the local area and transport. This document contained commonly asked questions from the local community and responses from the project team (Appendix W)
- September 2019 - Update newsletter with an update on the proposals, inclusion of new CGIs as well as details on next steps. The newsletter sign-posted the community to the project website where they could view the Online Exhibition and find out more information (Appendix J).

All newsletters were also uploaded to the project website.

Presentations

Over the course of the consultation phase meetings have been held with political and community stakeholders to discuss the scheme. At each meeting, presentation materials were on-hand to discuss with local stakeholders.



Image from June 2018 Update Sessions

5 STAKEHOLDER MEETINGS

The programme of public consultation included 12 meetings with local community and political stakeholders.

The aim of the stakeholder meetings was to allow one-to-one discussions with project team and establish strong lines of communications. This section of the document outlines feedback received and discussions held at stakeholder meetings.

St Clare Business Park Tenant Meetings – Thursday 15 and Friday 16 March 2018

On Thursday 15 March 2018, the team met with representatives of Mitsubishi, who was a tenant on-site, to discuss the proposals and to answer any questions they had regarding the scheme. There was discussion about timings and what it meant for the tenant.

On Friday 16 March 2018, team representatives visited tenants at St Clare Business Park in their units. Many agreed that the site and buildings needed redevelopment. They were well informed about the current market for light industrial units in the area and many had already started looking for relocation opportunities. There was a general feeling that tenants would like as much notice as possible for vacant possession but that they were keen to stay for as long as possible. The buildings were considered by tenants to be in a bad state of repair and there were issues with flooding as the site dips down towards the railway.

Meeting with Councillor Jonathan Cardy, Fulwell and Hampton Hill Ward Councillor – Thursday 22 March 2018

The team met Fulwell and Hampton Hill ward councillor, Councillor Jonathan Cardy, at a preview of the Phase One public exhibitions.

Housing provision, mix of tenancies, community cohesion and what Notting Hill Genesis hoped to deliver on the site were discussed in detail. Councillor Cardy was keen that any new housing, especially affordable and social housing, should be properly planned and delivered to maximise its chances of becoming a successful community.

There was discussion about Notting Hill Genesis' business model and examples of similar developments in the area and across London.

Discussion with Councillor Mark Boyle, Fulwell and Hampton Hill Ward Councillors – Saturday 24 March 2018

Councillor Mark Boyle attended the public exhibition on Saturday 24 March 2018 and discussed the proposals with the team and residents present. There was discussion about the need for adequate parking and sympathetic designs and massing.

Meeting with Councillor Jerry Elloy, Fulwell and Hampton Hill Ward Councillor – Wednesday 28 March 2018

The team met with Fulwell and Hampton Hill ward councillor, Councillor Jerry Elloy, to discuss the proposals in more detail and to answer any questions he had regarding the scheme.

The scheme was discussed in full and Councillor Elloy provided information about the local area and the community's concerns about and hopes for redevelopment of St Clare Business Park. It was noted that the site generates traffic and some vehicles, especially scaffolding lorries, do cause congestion and damage in Holly Road.

*Note - At the May 2019 Local Elections, Councillor Jerry Elloy stood down and Councillor Monica Saunders was elected.

Meeting with Councillor Monica Saunders, Fulwell and Hampton Hill Ward Councillor – Wednesday 21 June 2018

The team met newly elected Fulwell and Hampton Hill ward councillor, Councillor Monica Saunders. Councillor Saunders and the team carried out a site tour and discussed the current operations and tenants on-site, the proposed uses on-site, including details on mix of homes, commercial space, parking and landscaping. Density and height of proposed buildings was also discussed as well as transport and parking in the local area, including sustainable measures. Councillor Saunders was keen to understand consultation to date, the programme moving forward and long-term management of the site.

Meeting with 63-71 High Street – Tuesday 7 August 2018

The team met with representatives from 63-71 High Street, including the developer, agent, planner and project manager, to discuss the proposed plans in more detail and learn more on their development on a nearby site.

The planning timeline and feedback from London Borough of Richmond upon Thames so far was outlined by the project team as well as an overview of the consultation that had taken place. The 63-71 High Street team were keen to find out more and see elevations and cross sections of the current plans.

Meeting with 63-71 High Street – Monday 1 April 2019

Further to the initial meeting in August 2018, the project team met with representatives from 63-71 High Street, including the developer, agent, planner and project manager, to discuss the updated plans in more detail and learn more on the progress of their development.

An update on the planning timeline and feedback received from the Council and stakeholders was also outlined. Members of the 63-71 High Street team explained that their application had received planning permission and that Notting Hill Genesis' application would complement their development.

Meeting with Penny Farthing Mews residents – Tuesday 2 April 2019

The team met with residents of Penny Farthing Mews on Tuesday 2 April 2019 to discuss their concerns about the proposals further.

The residents invited the project team to view the site from their homes and discuss their concerns about the impact the development would have on them. They queried the site plans and distances from their back gardens and the proposed development.

Meeting with local residents, Councillor Jonathan Cardy and Monica Saunders – Wednesday 17 April 2019

Councillor Monica Saunders arranged a meeting with local residents and invited the project team to give an update on the proposals and answer questions from local residents.

Approximately 15 residents were present and asked questions on a number of topics, including height and massing, boundary treatment and anti-social behaviour. A number of questions were also raised on access and parking, including the number of proposed parking spaces and the impact of traffic and congestion on Holly Road.

Meeting with Councillor Richard Baker – Wednesday 16 July 2019

Members of the project team met with Councillor Richard Baker (Teddington ward councillor) to discuss the scheme. The team gave a brief overview of the current proposals and next steps.

Meeting with London Borough of Richmond upon Thames, Leader of the Council; Councillor Gareth Roberts, Fulwell and Hampton Hill ward councillors; Councillor Jonathan Cardy, Councillor Monica Saunders and Councillor Matthew Hull, Hampton ward Councillor Suzette Nicholson and Senior Planning Officer Simon Graham-Smith – Tuesday 30 July 2019

Notting Hill Genesis and members of the project team met with London Borough of Richmond upon Thames members and officers to discuss the design development of the proposals for St Clare. The team discussed the mix of uses, affordable housing, consultation to date and how the proposals had developed. Transport and car parking were also discussed in detail. Officers were present during the meeting and members did not give any views.

Meeting with Councillor Geoff Acton – Wednesday 6 August 2019

Members of the project team met with Councillor Geoff Acton (St Margarets and North Twickenham ward councillor) to discuss the scheme. The team gave a brief overview of the current proposals with a specific focus on business.



Image from March 2018 Public Consultation Event

6

CONSULTATION EVENTS

The programme of public consultation included three phases of consultation events to present the plans and allow members of the local community to feed back and ask the project team any questions they had.

During the consultation programme, the project website has been an effective hub of information for the local community. During Phase Four of the engagement programme, an Update Newsletter was delivered to the local community and an Online Exhibition was launched. The aim was to ensure that as many members of the local community as possible had the opportunity to view the final plans and CGIs ahead submission of the planning application.

This section of the document outlines feedback received and discussions held at the consultation events.

Phase One Public Exhibitions, March 2018

On 13 March 2018, approximately 900 invitation flyers (Appendix C) were hand delivered to the local area to invite them to the first round of public exhibitions to view and comment on the emerging proposals.

The events were held on:

- Thursday 22 March 2018 from 4pm-7pm at Hampton Hill Cricket Club
- Saturday 24 March 2018 from 11am-3pm at Hampton Hill Reformed Church.

Approximately 110 members of the local community attended the public exhibitions. The sign-in sheets can be seen in Appendix D. 73 attendees signed-up to receive updates on the development throughout the planning period.

28 feedback forms were received from attendees giving their comments on the proposals (Appendix E). Overall, the majority of attendees were in support of the principle of redevelopment of the site, with many attendees supporting the proposed mixed-use scheme for the site though there was concern in regard to the proposed height, density and parking levels.

Some attendees stated that there was no need for commercial space within the area as there are plenty of other commercial units nearby, which were believed to be empty and not being used.

The majority of concerns and queries were related to parking and traffic, with attendees raising the existing high-levels of congestion and access problems within the surrounding area. Some attendees expressed that they felt one parking space per residential unit was not enough for the site.

Other concerns were made regarding the height of the six-storey part of the scheme being too high. Attendees stated that there were no other buildings within the area that were taller than three storeys. Some attendees also expressed their concerns that 100 residential units was too many and would have a great impact on local resources.

Following the exhibitions, a feedback summary report was issued to those who signed-up for email updates on the scheme. The summary can be found in Appendix F.

Phase Two Update Sessions, June 2018



On 31 May 2018, approximately 400 enveloped and addressed letters (were hand-delivered to neighbours inviting them to update sessions on the proposals. The aim of the events were to reach out to neighbours living closest to the site who had not previously engaged and viewed the proposals.

The invitation letters included details for residents to book a one-to-one appointment with the project team. This allowed the local community to sit down and discuss their queries regarding the scheme in detail. One-to-one appointments were booked by residents from Windmill Road, Holly Road, Penny Farthing Mews and Library Mews.

The events were held on:

- Thursday 12 June 2018 from 4pm-7pm at the Greenwood Centre
- Saturday 14 June from 4pm-7pm at the Hampton Hill Theatre.

Approximately 63 members of the local community attended the update sessions held, with 47 unique visitors who had not previous attended the March 2018 Public Exhibitions.

Five feedback forms were received from attendees at the events with many taking them away to complete at a later date.

The majority of attendees continued to support the idea of redeveloping the site, with many stating that the site should be primarily for residential use. Traffic remained a key concern for residents and quiered the projected trip generation. Parking was also a priority for many attendees, some believing that one parking space per residential unit was not enough for the area. However, residents understood the rationale and policy for set by the Council.

Phase Three Public Exhibition, March 2019

On Monday 26 February, approximately 900 leaflet invitations were hand-delivered to neighbours inviting them to the public exhibitions to view the update proposals. The events were held on:

- Saturday 9 March 2019 from 10.30pm-2pm at the Hampton Hill United Reformed Church
- Wednesday 13 March 2019 from 4pm-7pm at St James' Church, Hampton Hill.

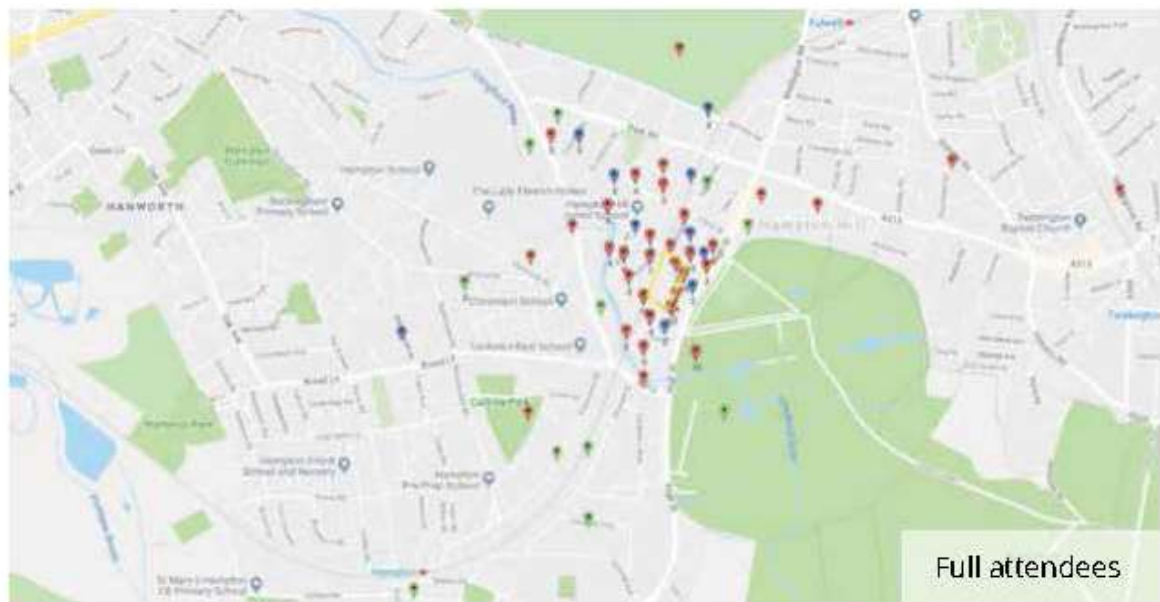
Approximately 65 members of the local community attended the third consultation events. 66% of attendees had not previously attended a public events for the site's proposals. The sign in sheets can be seen in Appendix F. Across all three phases of consultation events, 203 unique visitors attended to discuss the scheme with the team.


34% of attendees had previously attended one or both of the consultation events in 2018 and the general sentiment was that the proposals had improved. Many attendees were happy to see affordable housing on-site, adding that new housing was much needed in London Borough of Richmond upon Thames.

Many attendees welcomed the new commercial space, which they felt was more appropriate for modern business uses. Attendees continued to raise concerns over the height of the building and potential overlooking of their gardens and homes. It was explained that the new buildings will be of various heights and will rise up to five storeys at the rear of the site, where it slopes towards the railway line, helping to reduce the impact on neighbouring properties.

Some attendees were pleased to hear that each residential unit would be provided with a parking space within the development itself. Many attendees were interested in purchasing and renting the new homes and asked for further details in due course.

St Clare Business Park Attendance Map Across Three Phases of Public Consultation



KEY		Day 1	Day 2	Total Attendance
	Phase One Public Exhibitions, March 2018	47	61	110
	Phase Two Public Exhibitions, June 2018	31	32	63
	Phase Three Public Exhibitions, March 2019	32	33	65
	St Clare Business Park			

Feedback Loops

Written feedback was recorded via feedback forms available at each event as well as available digitally on the project website. All forms can be found in Appendix E, L and T. Verbal feedback was received by all members of the project team throughout the events, meetings and via telephone.

Following the March 2018 and June 2018 consultation events, feedback reports were issued to the local community to share the feedback received. This was also a way of prompting further feedback on the evolving proposals. Additional feedback was received via the consultation website and are included in Appendix X.

Newsletters were also issued at regular periods throughout the programme to give further information on Notting Hill Genesis, its products and mission, the design development, frequently asked questions and the project timeline. Newsletters were hand-delivered, emailed-out to the database and uploaded to the project website:

- August 2018 - Notting Hill Genesis newsletter with details and information on the company, its mission, values and housing products available (Appendix N)
- June 2019 - Frequently Asked Questions newsletter with questions and answers on Notting Hill Genesis, the scheme, impact on the local area and transport. This document contained commonly asked questions from the local community and responses from the project team (Appendix V)
- September 2019 - Update Newsletter with an update on the proposals, inclusion of new CGIs as well as details on next steps. The newsletter sign-posted members of the community to the project website where they could view the Online Exhibition and find out more information (Appendix J).



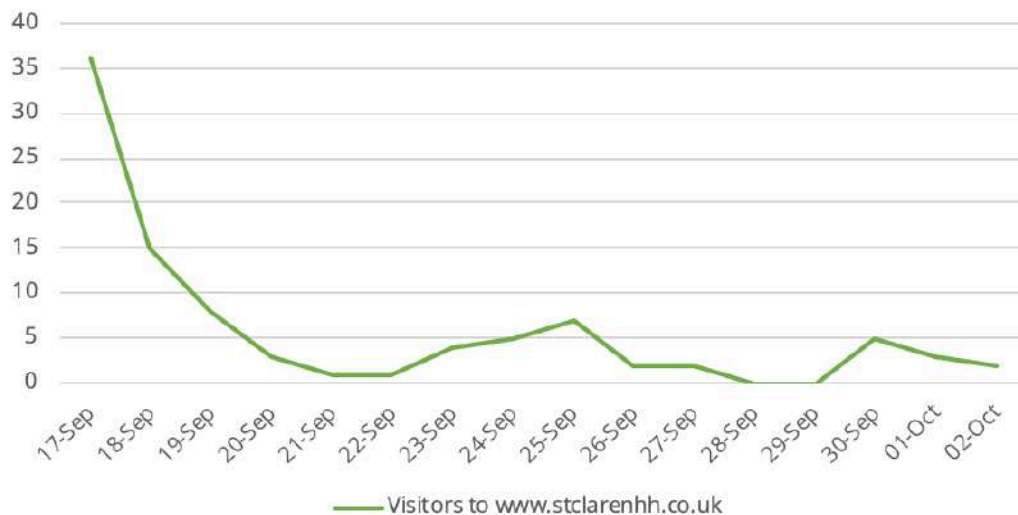
Phase Four Online Exhibition, September 2019

The aim of the Online Exhibition was to ensure all interested parties had the opportunity to view the final proposal and CGIs ahead of the planning application being submitted.

The September 2019 Update Newsletter was issued in parallel with the launch of the Online Exhibition to allow those without internet to engage in the plans. The consultation process for the plans for St Clare has been active since March 2018, the project team gave considerable thought to avoiding consultation fatigue. Throughout the consultation period, the project website has been a real hub for the local community, with 1,490 unique visitors since it was launched. Therefore, the Online Exhibition was set-up to allow members of the community to view the plans.

The Online Exhibition was launched and Update Newsletter delivered on Tuesday 17 September 2019 to present the scheme, ahead of submitting a planning application to London Borough of Richmond upon Thames.

Between Tuesday 17 September and Wednesday 2 October 2019 the project website received 108 unique visitors (true at 3 October 2019). The chart below shows the number of visitors on each day since the Online Exhibition launched:



Following the launch of the Online Exhibition, the project team have received 10 emails/web submissions from members of the local community. The submissions received queried a number of topics and asked for further information on matters, including:

- Proposed access from Windmill Road
- Height of the proposals
- Proximity to neighbouring properties
- Parking
- Tenure of the new homes
- Landscaping design.

7 CHANGES MADE TO THE SCHEME FOLLOWING CONSULTATION

Following feedback received throughout the consultation from the local community, political stakeholders and statutory consultees at London Borough of Richmond upon Thames Council, the following changes were made to the proposals:

- 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 setback was introduced following detailed daylight and sunlight analysis
- 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 a red and yellow brick that takes reference and inspiration from the local context and surrounding area
- New decorative stone 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
- Balcony design has been amended to increase privacy between properties.

8 CONCLUSION



Proposed view of St Clare Business Park townhouses

Throughout this process, Notting Hill Genesis has undertaken a full and extensive programme of consultation with the local community, political stakeholders and statutory consultees over the past 18 months. The feedback received has guided the design development and changes have been made as a result of comments received.

Three public consultation phases were held since the start of the engagement process and after each phase, the project team reviewed, listened and responded to feedback received. As a result of feedback received, the project team has reduced the height of the proposed development from six storeys to five storeys, introduced additional setbacks, increased soft landscaping to mitigate any impact on neighbouring properties as well as developed the design of the buildings on-site.

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. Notting Hill Genesis is also committed to establishing a Community Liaison Group for the construction phase. The Group will be made up of representatives of the local community, residents and businesses to allow for ongoing dialogue.



CGI of Proposed Commercial Space from Windmill Road

9 APPENDICES



Notting Hill Home Ownership
Bruce Kenrick House
2 Killick Street, London, N1 9FL
T: 020 3815 0000 F: 020 3815 0001
E: info@nhhg.org.uk
www.nottinghillhousing.org.uk

28 February 2018

Clr Paul Hodgins
Leader's Office
York House
Twickenham
TW1 3AA

Dear Clr Paul Hodgins

RE: Redevelopment of St Clare Business Park, Holly Road

On behalf of Notting Hill Housing, I am writing to inform you about proposals for the redevelopment of St Clare Business Park that would provide high quality employment space and much-needed new housing.

Notting Hill Housing, who owns the site, is considered to be one of the most innovative housing associations in the UK, specialising in high-quality mixed-use schemes, offering a variety of tenures. Our mission is to provide quality homes for people who cannot otherwise afford them. At St Clare, this means homes that are sustainable and comfortable to live in, that are well-maintained and enhance the local environment.

St Clare Business Park is located to the west of Hampton Hill High Street. The site is ageing, with poor access for vehicles, the buildings are no longer fit for modern purposes and the site offers an unsustainable energy performance. A third of the space is currently vacant.

Redevelopment of St Clare Business Park presents an ideal opportunity to improve the relationship between this site and neighbouring properties as well as the wider Hampton Hill area. The mixed-use scheme would include commercial space, more suitable to modern demands and new, high-quality homes. Notting Hill Housing is looking to re-provide approximately 80% of the employment space in modernised accommodation better suited to the area and to employment needs.

PKCO, an award-winning architects' practice, has been appointed to design a scheme for the site that sympathetically fits within its local surroundings and is complementary to the character of Hampton Hill. The new homes will be a mix of one, two and three-bedroom apartments and houses. Both the new homes and commercial space will be supported by parking and attractive landscaping throughout the site.

Comm Comm UK is leading the consultation and community engagement for the project. To present the scheme, we will be holding public exhibitions on Thursday 22 and Saturday 24 March. In the meantime, we would very much like to meet with you and London Borough of Richmond colleagues to discuss the proposals.

We will be in touch to organise a meeting and share details of the exhibitions. If you have any questions in the meantime, please do get in touch with Jessica Stewart from Comm Comm UK via; jessicas@commcommuk.com, 020 7125 0421 or by writing to 25 Frith Street, London, W1D 5LB.

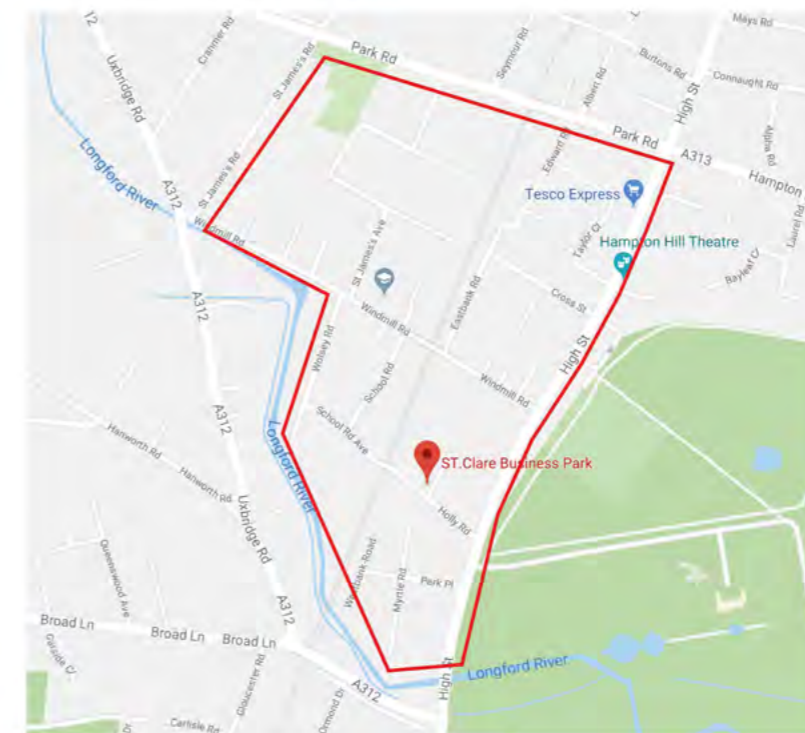
Yours sincerely

Angus Saunders
Planning Manager
Notting Hill Housing


Notting Hill Housing is the trading name of Notting Hill Housing Trust (NHHT) and Notting Hill Home Ownership (NHHO). Registered Office 2 Killick Street, London, N1 9FL. NHHO is a registered society under the Co-operative and Community Benefit Societies Act 2014 (23066R) and registered with the Homes and Communities Agency as social landlord (SL3119).



St Clare Business Park - Leaflet Distribution Area



Key:



Distribution area
= 776 addresses
(10% contingency +)
= 850 leaflets



Photo of the existing entrance to St Clare Business Park

Public Exhibition

Notting Hill Housing invites you to view proposals for the redevelopment of St Clare Business Park on Holly Road, Hampton Hill into a mixed-use scheme.

Our vision is to redevelop St Clare Business Park to provide high-quality commercial space and much-needed new housing.

The mixed-use scheme would include commercial space, more suitable to modern demands and new homes. The new homes will be a mix of one, two and three-bedroom apartments and houses.

To find out more, contact Jessica Stewart at Comm Comm UK:

- ✉ jessicas@commcommuk.com
- ☎ 020 7125 0421
- 📍 Comm Comm UK, 25 Frith Street, W1D 5LB

Thursday 22 March
3pm – 7pm

Hampton Hill Cricket Club,
The Pavilion, Bushy Park,
Cricket Lane, Hampton Hill,
TW12 1PA


Saturday 24 March
1pm – 5pm

Hampton Hill United Reformed
Church, 35 High Street,
Hampton Hill, TW12 1NB



WELCOME

ST CLARE BUSINESS PARK SITE - HAMPTON HILL - LONDON




Welcome to Notting Hill Housing's first public engagement for the redevelopment of St Clare Business Park on Holly Road, Hampton Hill.

Notting Hill Housing is proposing redevelopment of the site to provide high-quality commercial space and much-needed new housing. We purchased the site in June 2017.

The scheme is an opportunity to regenerate the site and complement the surrounding locality, including the neighbouring Hampton Hill High Street.



We are keen to hear your views on the site to inform our proposals. Members of the development team are on-hand to answer any questions you may have.

THE TEAM




Notting Hill Housing is one of the largest housing associations in London. It was founded in the 1960s by a group of people committed to making a difference to housing conditions in London.

- It has grown to become a leader in the field and today is an experienced, effective and accessible provider of a wide range of safe, good quality, affordable homes and associated services.
- It remains motivated by the positive impact that quality homes can make in changing people's lives and their communities for the better.



PCKO, the appointed architect, is an award-winning architectural practice. PCKO has vast experience designing mixed-use schemes in suburban locations around London. Recent projects include Church End in Brent, a mixed-use commercial and housing site, and The Exchange in Bermondsey Spa, a Notting Hill Housing project.









RPS Group is the planning consultant. RPS operates nationally, offering a range of services based upon many years of experience in both the private and public sectors. It provides specialist consultancy advice to clients in the combined disciplines of planning and development, archaeology, historic buildings and conservation.

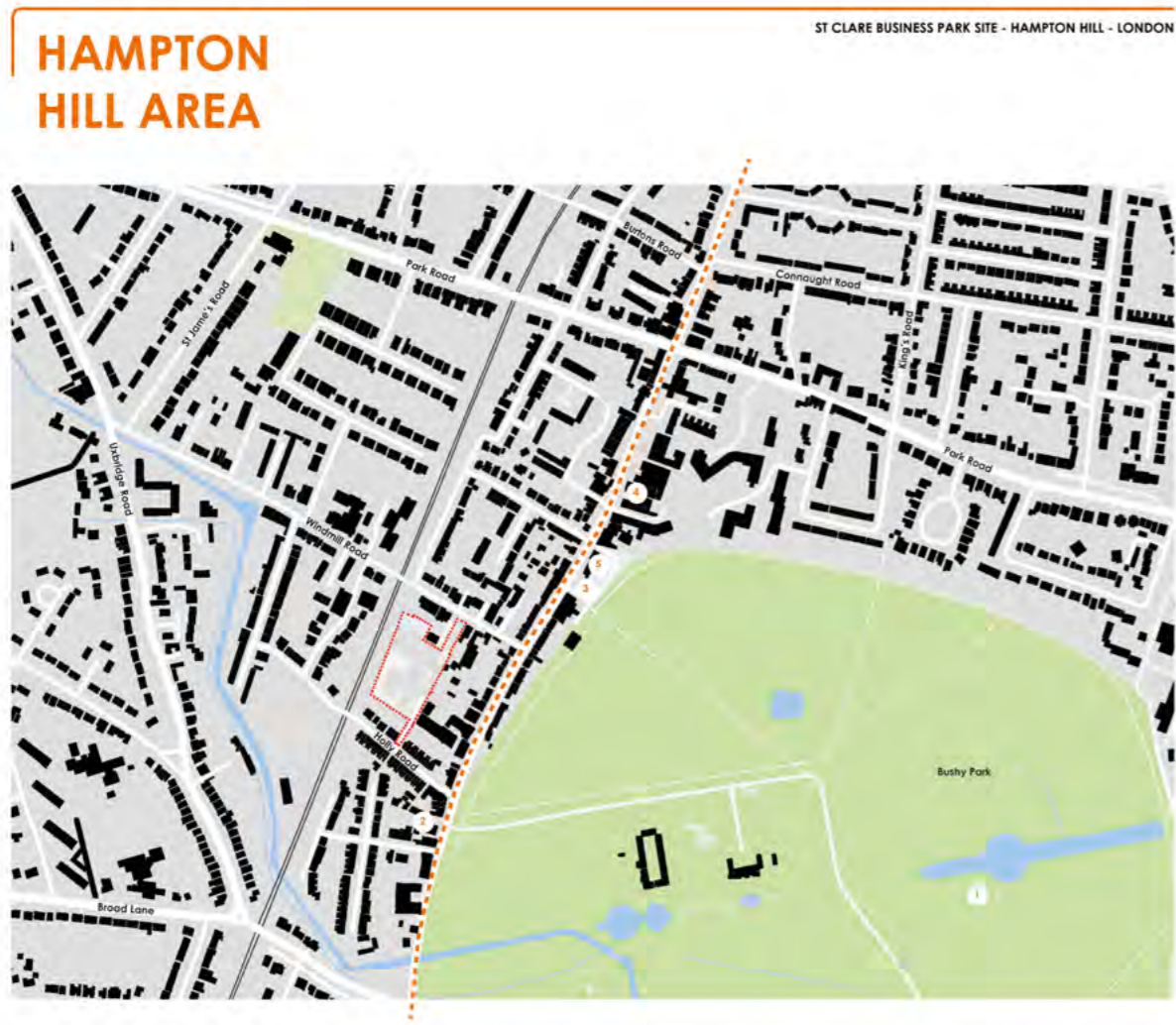
CommCommUK is leading the consultation and community engagement for the project. It is a specialist in planning, licensing and construction consultancy with expertise and experience of advising on and implementing consultation and communications programmes.

As landscape architects, Levitt Bernstein creates award winning living landscapes and thriving urban spaces, using inventive design to solve real life challenges. Putting people at the heart of their work, each project is different but the driving force behind every one is the desire to create an environment that is beautiful and functional.

Curtins are providing transport consultancy services for the project. They are an award winning, leading consultancy having specialised in the built environment for almost 60 years. Their focus is on providing innovative transport solutions to support both private and public sector development. They have extensive residential and commercial experience having been involved in many high profile projects across London and the wider UK.



KEY TO THE PLAN

- Longford River
- Railway Line
- St Clare Business Park Site
- High Street

The site is located to the west of Hampton Hill High Street, a conservation area, and is bounded by Holly Road to the south, Windmill Road to the north and the Shepperton branch Railway line to the west.

Hampton Hill is an attractive village in Richmond with a vibrant High Street. There are a number of local schools nearby as well as Hampton Hill Medical Centre and two dental surgeries on the High Street. There are many local recreational areas, such as Holly Road Recreational Ground, grounds surrounding St James Church and the Longford River walk, as well as the Grade I listed Bushy Park.

The site is located a short walk from Fulwell train station, which is within London's Fare Zone 6 and is well-connected with Central London as well as the wider metropolitan area. Additionally, there are several bus routes nearby, along the High Street and Park Road. This location makes the site well served by fast and frequent public transport.

HAMPTON HILL'S CONTEXT



TRANSPORT

ST CLARE BUSINESS PARK SITE - HAMPTON HILL - LONDON

TRANSPORT BASELINE CONDITIONS

THE EXISTING SITE

St Clare Business Park is currently accessed via a gated entrance located off Holly Road. The adjacent commercial site (car parts and car wash) has a separate access off Windmill Road. The site comprises large areas of hard standing which allows high levels of parking for cars, Light Goods Vehicles (LGV) and Heavy Goods Vehicles (HGV).

The Business Park generates car, LGV and HGV traffic on a daily basis (accessed via Holly Road) while the adjacent commercial uses also generates regular vehicle traffic.

LOCAL AMENITIES

The site is located within 200m of Hampton Hill High Street, which provides a wide range of different amenities. These include retail, restaurants, cafes and bars. Furthermore, local schools, leisure and sports facilities are located within a 5 minute walk of the site.

PUBLIC TRANSPORT

The closest bus stops to the site are located on the High Street (approximately 200m) and these are served by three services resulting in up to 14 buses an hour in each direction during peak times. From here a wide variety of destinations can be reached including Heathrow, Kensington and Richmond.

The closest railway station to the site is Fulwell Station (Fare Zone 6) located within a 15 minute walk. There are up to three trains an hour into London Waterloo and two trains an hour to Shepperton.

The site scores a **PTAL rating of 2** and public transport travel times are illustrated on the map below. Central London is accessible in 60mins from the site.



DISTANCES CHART

	Walking	Cycling	Bus
London Waterloo	40 min	20 min	44 min
Heathrow	40 min	13 min	28 min
Twickenham	-	-	20 min
Richmond	-	-	20 min
Kingston upon Thames	-	-	20 min
Claydon	-	-	17 min
Shepperton	-	-	17 min
Redmond	-	-	20 min

FUTURE TRANSPORT PROPOSALS

ACCESS & CIRCULATION

Access to the site is proposed via two points, one from Holly Road and the second from Windmill Road. There will be no through-route for vehicles to get from Holly Road to Windmill Road, however, a new pedestrian and cycle connection will be created. The internal site area will be landscaped to ensure a safe and pleasant environment. Vehicle access to the proposed commercial units will be solely via Windmill Road. This will result in the removal of all commercial vehicle activity associated with the site from Holly Road.



PROPOSED CAR PARKING

We are aware that on-street car parking in the area is at or close to capacity. We are proposing that all expected car parking demand from the site is provided for internally so that any local parking issues are not exacerbated. This will be via an undercroft car park, taking advantage of the slope of the site, and additional car parking places located within the site. All parking will be provided in line with Richmond upon Thames adopted planning policy. This includes standards for blue badge parking and electric charging facilities.



PROPOSED SERVICING STRATEGY

Early consideration has been given to the servicing strategy of the site, ensuring that all activities are undertaken within the site footprint. The design of the site will ensure that adequate space will be provided for service vehicles to enter, turn within the site and exit in a safe manner.



PROPOSED CYCLE PARKING

Cycle parking will also be provided in line with adopted standards and will be distributed across the site within safe and secure storage areas. This includes short stay parking which is planned to be integrated into the landscaping near main entrances.



HISTORICAL CONTEXT

ST CLARE BUSINESS PARK SITE - HAMPTON HILL - L

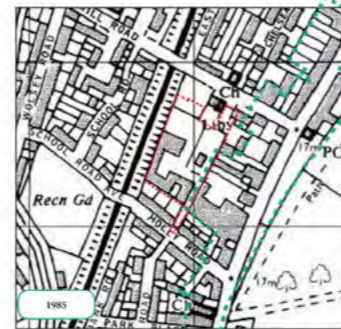
The overall form and scale of Hampton Hill High Street has changed very little since the end of the 19th Century.

St Clare was initially a gravel pit but was developed as a plant nursery, existing up until the Second World War.

The early settlement pattern, a linear street fronted by properties on narrow plots with long rear gardens, is still visible.

Following the war, it was redeveloped into its current form as an industrial business park.

- KEY**
- Site Boundary
 - Conservation Area Designated on 07.09.1982



HAMPTON HILL CONSERVATION AREA



- KEY**
- Site Boundary
 - Conservation Area
 - Building of Townscape Merit
 - Listed Building

From: High Street (Hampton Hill) Conservation Area SP

THE SITE its characteristics & constraints

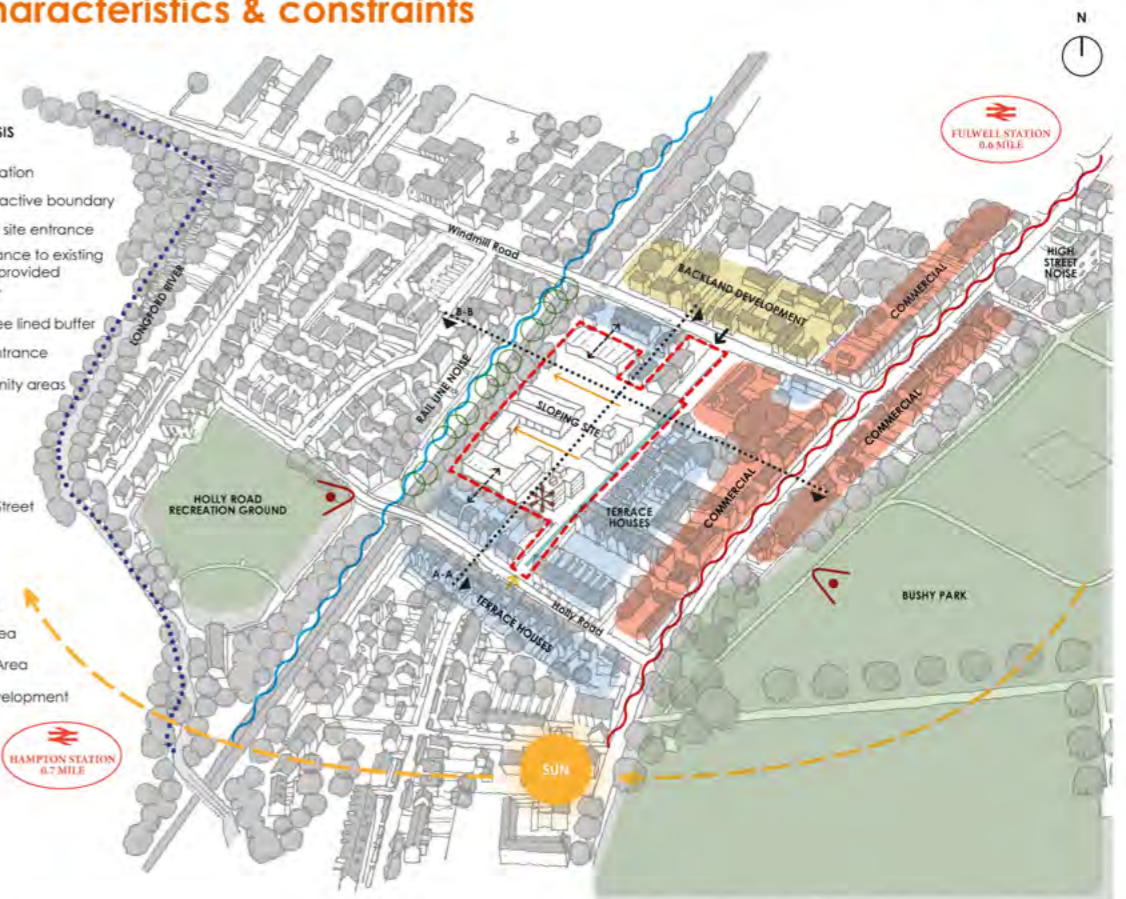
ST CLARE BUSINESS PARK SITE - HAMPTON HILL - LONDON

KEY TO SITE ANALYSIS

- Existing Sub-station
- Existing unattractive boundary
- Potential new site entrance
- 20m min. distance to existing houses to be provided
- Site boundary
- Established tree lined buffer
- Existing site entrance
- Views to amenity areas
- Train Station
- Noise
- River
- Vibrant High Street

CHARACTER AREAS

- Amenity Area
- Residential Area
- Commercial Area
- Backland Development



OPPORTUNITIES

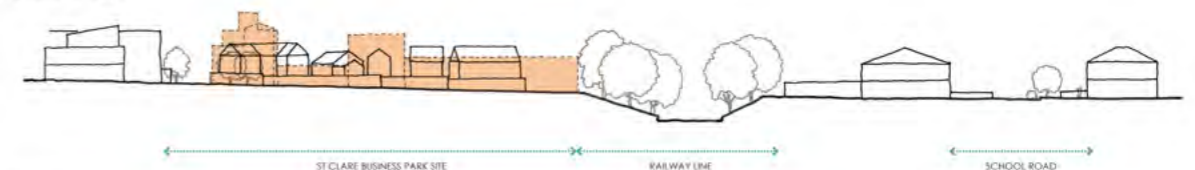
- Very pleasant distant views towards Holly Road recreation ground to the west and Bushy Park to the east.
- Creation of a new pedestrian link North / South through the site linking Windmill and Holly Road.
- Potential to separate commercial and residential access to remove pressure on Holly Road.
- Opportunity to use the orientation of the site to create central landscaped gardens.

- Use the sloping topography of the site to provide covered vehicle parking and therefore keeping the streets light on surface parking.
- The established tree line buffer adjacent to the railway will allow for an extension of the green corridor into the development.
- Potential to complete the urban grain with houses backing onto existing dwellings from Windmill Road and Holly Road.
- Very close proximity to the vibrant high street.

CONSTRAINTS

- Proximity and location of existing buildings on boundary edges to be carefully considered.
- Existing Substation needs to be retained with required 24 hour access.
- Very little or no established trees on site.
- Tight access from Holly Road.
- Mixture of unattractive site boundaries.

EXISTING CROSS SECTION A-A



EXISTING LONG SECTION B-B



THE CURRENT SITE

The site is currently occupied by offices and light industrial units. At present, industrial buildings extend to the boundaries with neighbouring properties, with a range of boundary treatments.

The site was recently designated as a Locally Important Industrial Land and Business Park (Policy LP42). There is no specific proposal for its redevelopment in the Local Plan, however its poor condition was identified during the consultation on the Hampton Hill Village Planning SPD.

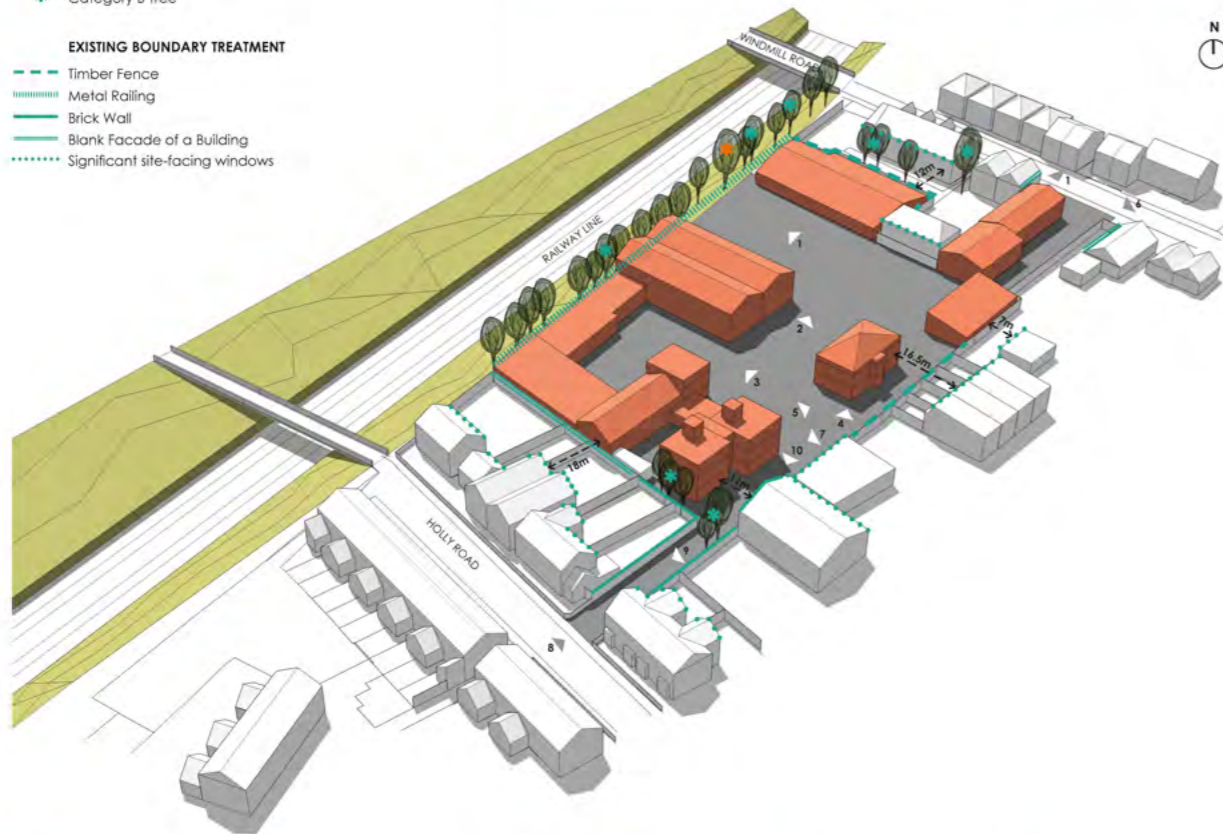
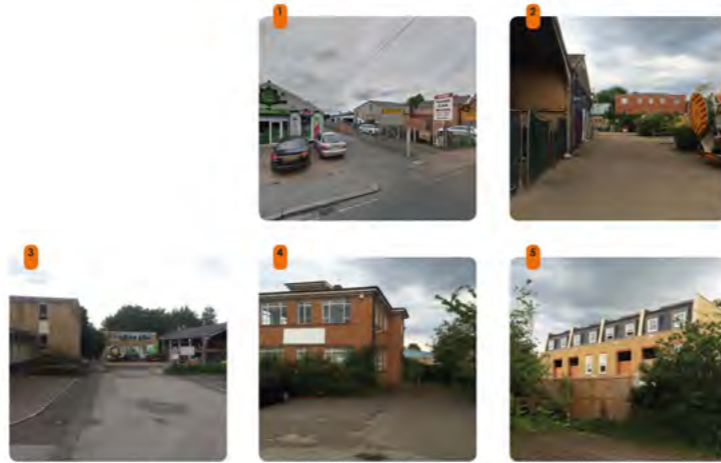
KEY

- St Clare Business Park Site
- Existing Industrial Buildings on Site
- ★ Category A Tree
- ★ Category B Tree

EXISTING BOUNDARY TREATMENT

- - - Timber Fence
- - - Metal Railing
- - - Brick Wall
- - - Blank Facade of a Building
- Significant site-facing windows

ST CLARE BUSINESS PARK SITE - HAMPTON HILL - LONDON



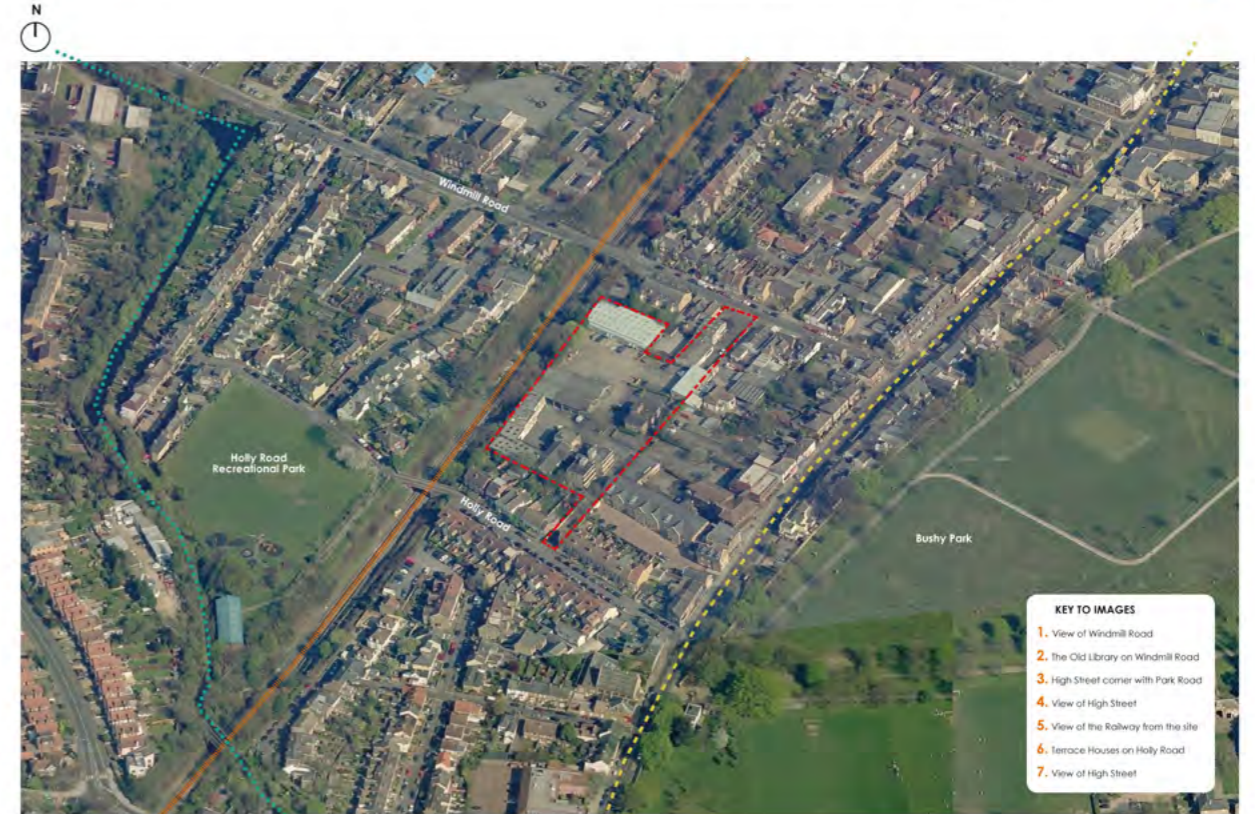
LOCAL TOWNSCAPE

PCKO will design a scheme that will be sympathetic to the surrounding buildings and the neighbouring Hampton Hill High Street. The design and a palette of materials will be inspired by the local area and its historical context.

Characteristic materials and features in the area surrounding the site include red and buff stockbrick, render, clay tiles and slates and street trees.

KEY TO AERIAL VIEW

- - - Longford River
- - - Railway Line
- - - St Clare Business Park Site
- - - High Street



- KEY TO IMAGES**
1. View of Windmill Road
 2. The Old Library on Windmill Road
 3. High Street corner with Park Road
 4. View of High Street
 5. View of the Railway from the site
 6. Terrace Houses on Holly Road
 7. View of High Street



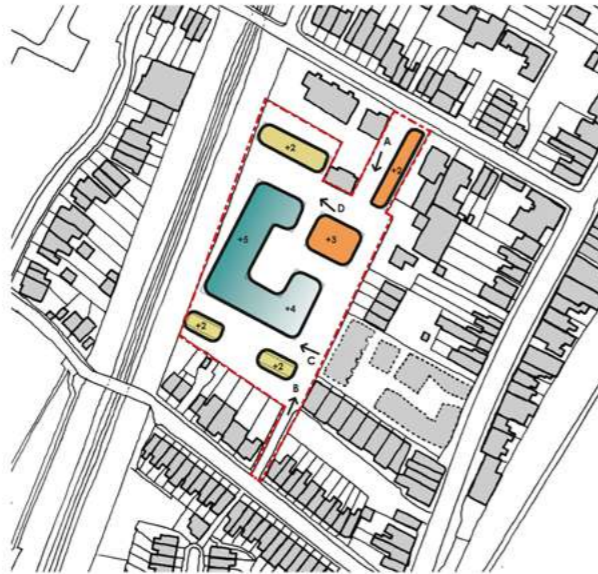
PROPOSALS

The proposal is for redevelopment of the site to provide high-quality commercial space and much-needed new housing. The new uses will be introduced to the site and located in keeping with the existing urban grain.

We are seeking to re-provide 80% of the employment space, in modern energy efficient office accommodation more suitable to the area and local employment needs. The proposal offers small, affordable units and flexible workspace, targeting co-working amongst other uses. This scheme aims to provide high-quality spaces and respond to the increasing demand for smaller and cheaper high-quality units.

We are looking to create a mix of one, two and three-bedroom apartments and houses.

The height of the proposed buildings will respond to views from neighbouring streets and Hampton Hill High Street. The new buildings will be of various heights and will rise to up to five storeys at the rear of the site, where it slopes towards the railway line.



B

PROPOSALS



C



D

LANDSCAPE

The landscape will be designed to create a series of character areas inspired by the surrounding area and the history of the site. The landscape design identity will be inspired by the site's history as a plant nursery, in-keeping with Hampton Hill's garden culture of the 20th Century.

CHARACTER AREAS & THEIR KEY CHARACTERISTICS

Soft landscape:

- Planting will be introduced to soften the boundaries and promote biodiversity, encouraging habitat links with the railway line verges
- A landscape tree structure of native species such as Oak and Field Maples will be designed to minimise the impact of the built development
- Trees and planted borders will be designed to create a pleasant green route through the site and attractive views into the site from Holly Road and Windmill Road.
- Housing properties will have rear gardens that meet the site boundary.

Shared surface:

The vehicle routes and parking courtyards will be a shared surface with clear pedestrian and cycle priorities. Parking spaces will be marked within the paving design.

Amenity Space & Play:

- Amenity space and play equipment for children under five years old will be provided in the podium courtyard, which will be secured for residents.
- The accessible landscape will include a few resting points, small doorstep play elements such as stepping stones and ecological engagement such as bug houses.
- Play space for older children is accessible at Holly Road recreational ground, 250m from the site.

NURSERY IMAGES CHARACTER INSPIRATION



PALLETS STACKING-UP



SETTING OUT - NEW ARRIVALS



UNIFORM BLOCK PLANTING



GREEN LINK



PRIVATE GARDENS

LANDSCAPE CHARACTER AREAS



--- SITE BOUNDARY



PODIUM - GARDEN PLAY



DOMESTIC MEWS



COMMERCIAL COURTYARD



PARKING COURT



INVITING PEDESTRIAN ROUTE

RENEWED COMMERCIAL SPACE

The existing industrial units at the site, originally built in the 1970s and 1980s, are no longer fit for purpose. We are proposing smaller units of affordable and more flexible workspace, allowing for a range of tenants.

The new scheme will replace over 75% of the current industrial space across two commercial buildings.

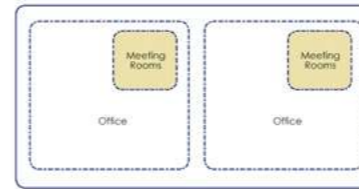
The new, high-quality commercial scheme reflects the growing demand for more affordable and flexible workspace. Potential uses for this space include co-working facilities where areas such as the kitchen, meeting rooms and reception areas are shared between several small businesses.

Other commercial uses include individual offices of different sizes and workshops with high floor-to-ceiling height, large floor areas and multi-functional spaces.

The commercial space will be supported by parking spaces to LB of Richmond adopted standards and secure cycle storage and shower facilities.

TYPES OF WORKSPACE

OFFICE SPACE



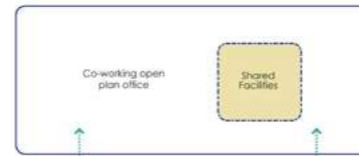
UPPER FLOORS

CHARACTERISTICS OF OFFICE SPACE

- Variety of office sizes
- Flexible workspace arrangement
- Accessibility & diversity of tenancies
- Sustainable and environmentally friendly working spaces
- Visual and acoustic privacy



CO-WORKING SPACE



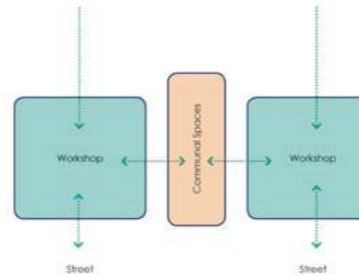
FIRST FLOOR

CHARACTERISTICS OF CO-WORKING SPACES

- Shared facilities and services
- Potential to be linked to the workshop studios on the lower level
- Diversity in working spaces
- Modern / Industrial office decor
- Private working rooms



WORKSHOP & STUDIOS



GROUND FLOOR

CHARACTERISTICS OF WORKSHOPS & STUDIOS

- Multi-functional spaces
- High floor to ceiling space
- Large floor area
- Flexible workspace arrangement
- Shared facilities and services
- Storage spaces provided
- Open street frontages



BENEFITS of the current proposal

RENEWING COMMERCIAL SPACE

Re-provision of 80% of the commercial floor space for office & workshop use, increasing the level of employment on the site by approximately 20%



GREEN LANDSCAPING

Landscaping throughout the site that will create attractive views into St Clare from Holly Road and Windmill Road with a focus on improving biodiversity and adapting to climate change.



LOCAL COMMUNITY CONTRIBUTION

Section 106 and Community Infrastructure Levy contributions by Notting Hill Housing to London Borough of Richmond upon Thames to go towards improving local infrastructure.



AFFORDABLE HOUSING

Much needed new affordable housing, for which there is demonstrable demand across Richmond



IMPROVING WALKING ROUTES

The re-introduction of the passage to Windmill Road, allowing pedestrians to use the site as a short cut, offering an alternative to School Road and the bustling Hampton Hill High Street. However, road-users will not be able to cut through the site.



TRANSPORT

The introduction of electric charging facilities will contribute to the global reduction of air pollution. The use of the bicycle will be facilitated with on-site cycle parking spaces together with secured storage areas across the site.



TIMELINE & NEXT STEPS

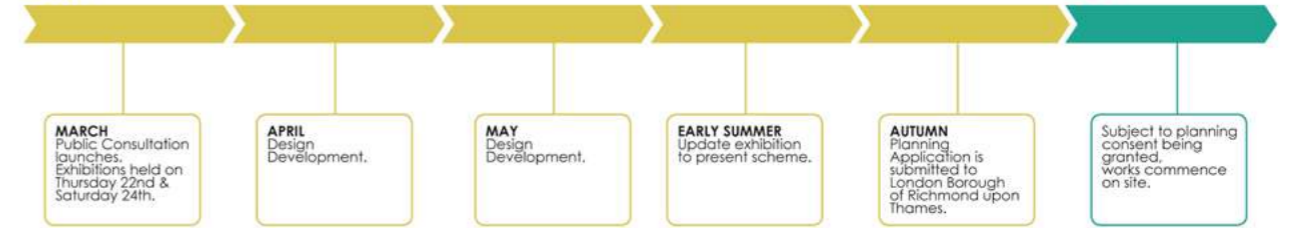
Notting Hill Housing is working towards submitting a planning application to London Borough of Richmond upon Thames in Autumn 2018.

Please do complete a Keep-in-Touch Form with your thoughts and to register for updates throughout the planning process and beyond.

We are in the early design stages and keen to hear your views on the site and our current proposals ahead of further engagement throughout spring and early summer.

2018

2019



CONSTRUCTION

Notting Hill Housing will only employ the construction contractors who are part of the Considerate Constructors Scheme, which ensures the impact of the building works on local communities is minimised in terms of noise, traffic, access and hours of operation.

The Considerate Constructors scheme is a national initiative set up by the construction industry to improve its image. Construction sites and companies registered with the scheme are monitored against a Code of Considerate Practice.

There will be demolition and excavation as part of the works due to the existing buildings on-site and the proposed semi basement parking.

All works will be subject to a Construction Management Plan (CMP). The CMP aims to mitigate against any disturbance and nuisance caused by construction to neighbours of the site.



CONTACT US

If you have any further questions, please contact

Jessica Stewart
at Comm Comm UK

020 7125 0421
jessicas@commcommuk.com
Comm Comm UK, 25 Friith Street,
London, W1D 5LB

You can find out more about the scheme and sign-up for updates by visiting our website

www.stclarenhh.co.uk



YOUR OPINION MATTERS TO US



Please complete the form
THANK YOU !

Appendix E - March 2018 Sign-In Sheets (Redacted)

Statement of Community Involvement Appendix, St Clare Business Park

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
[Redacted]	Holly Rd	[Redacted]
[Redacted]	Holly Rd	[Redacted]
[Redacted]	ST JAMES AVE.	[Redacted]
[Redacted]	SCOTT'S DRIVE	[Redacted]
[Redacted]	CASBANK	[Redacted]
[Redacted]	MYRTLE RD.	[Redacted]
[Redacted]	" "	[Redacted]
[Redacted]	Holly rd	[Redacted]
[Redacted]	HOLLY RD	[Redacted]
[Redacted]	MYRTLE RD.	[Redacted]

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
[Redacted]	WINDMILL RD.	[Redacted]
[Redacted]	WOLSEY ROAD	[Redacted]
[Redacted]	School Rd.	[Redacted]
[Redacted]	WINDMILL RD	[Redacted]
[Redacted]	MYRTLE RD	[Redacted]
[Redacted]	Holly Road	[Redacted]
[Redacted]	HOLLY ROAD	[Redacted]
[Redacted]	VINCENT ROW	[Redacted]
[Redacted]	WOLSEY Rd	[Redacted]
[Redacted]	Deasbank.	[Redacted]

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
[Redacted]	WINDMILL RD HAMPTON HILL	[Redacted]
[Redacted]	WOLSEY ROAD HAMPTON HILL	[Redacted]
[Redacted]	CARVEE RD HAMPTON HILL	[Redacted]
[Redacted]	WOLSEY RD H.H.	[Redacted]
[Redacted]	WOLSEY RD	postal updates please.
[Redacted]	St James Ave	[Redacted]
[Redacted]	Holly Rd Hampton Hill	[Redacted]
[Redacted]	Howard Close (Hampton Hill Associates)	[Redacted]

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
[Redacted]	Penny for the Museum	[Redacted]
[Redacted]	WOLSEY ROAD	[Redacted]
[Redacted]	High St Hampton Hill	[Redacted]
[Redacted]	WOLSEY Rd Hampton Hill	[Redacted]
[Redacted]	WOLSEY RD	[Redacted]
[Redacted]	Holly Rd	[Redacted]
[Redacted]	Holly Road	[Redacted]
[Redacted]	MYRTLE RD.	[Redacted]
[Redacted]	WINDMILL RD.	[Redacted]

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
	MURKIN RD,	
	Myrtle rd	
	"	
	Holly Rd	
	"	
	Holly Rd.	
	St James Road Hampton	
	St James's Ave. Hampton Hill	
	WOLSEY ROAD.	
	Holly Rd	

St Clare Business Park, Holly Road, Public Exhibition – Sign In Sheet

Hampton Hill United Reformed Church, 35 High Street, Hampton Hill, TW12 1NB

Name	Address	Email for updates
	WOLSEY ROAD	
	"	
	Myrtle Rd.	
	Holly Rd	

Appendix E - March 2018 Feedback

Statement of Community Involvement Appendix, St Clare Business Park

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: HOLLY ROAD, HAMPTON HILL, [Redacted]
 Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 I feel that the proposal contains too many units for the size of the plot. This will have a huge impact on Holly Road in terms of increased traffic and pressure on local residents.
 I am concerned about the parking situation. Exactly how many parking spaces will be provided.
 Please can you ~~provide~~ give further information about who the residents will be and what the selection process for social housing is.

www.stclarehh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?
 I hope you will continue to consult throughout the process and take into account comment made in your final proposals.

CONTACT US
 For more information please contact Anna Street, 35 High Street, Hampton Hill, London, TW12 1NB
 The information you supply will be used by Notting Hill Housing for administrative purposes within the terms of the Data Protection Act 1998.

Notting Hill Housing | PICK | RPS | Curtins | Lavis Demain | Comm Comm UK

www.stclarehh.co.uk

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: WOLSEY RD [Redacted]
 Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 The key is that every flat/house has parking, as parking in the local area is already impossible.
 How will comms HEVs etc. service the site during construction? Holly Rd is very narrow.
 Will traffic flow one way around Wolsey, School & Holly Rd?
 Shouldn't be so many storeys high.

www.stclarehh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No.: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Main concerns are parking
 Hope the commercial elements actually
 bring more business to the high street
 but hope the types of businesses
 enhance the community & not
 detrimental (ie noise / heavy
 industry etc.)

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact: David Stewart
 020 7291 0432 david.stewart@commcommuk.com Comm Comm UK, 25 Finsbury Street, London, W1D 5SB

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Notting Hill Housing PICKI RPS Curtins Levitt Bernstein Comm Comm UK

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No.: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No.: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 My concerns are access for traffic,
 parking issues - one space for
 each unit is not enough and
 will impact on the local roads
 where parking is already a big
 issue. This development is
 too big for this site and too
 high with 5 storeys which
 will block neighbouring roads
 views. It will also cause
 issues for local services eg
 schools, doctors which are
 already stretched.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment.

Name: [Redacted] Phone No.: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 1) Are the parking plans realistic enough to
 avoid additional pressure on already over-traded
 parking.
 2) As social housing - who will be
 our neighbours? How do people get
 selected for your social housing?
 My concerns are for safety and security
 in the area. Will CCTV be provided
 to monitor the area?
 3) I do welcome additional commercial space
 and redevelopment of the area but it
 MUST be done in keeping with the
 current "Village" ambience of Hampton Hill.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

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 020 7291 0432 david.stewart@commcommuk.com Comm Comm UK, 25 Finsbury Street, London, W1D 5SB

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?

Good. Access a little tight from both Holly + Windmill

CONTACT US
 For more information please contact Sarah Stewart
 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
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 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: Holly Road Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?

*I am very happy that the largest mass of building is in the middle of the site and 2 storey houses are around the perimeter backing onto the existing 2 storey houses.
 I am sad that the whole of the back of my garden is going to disappear. We are currently in the happy position of having nobody directly overlooking us and an ivy-clad 2 storey wall with an apex roof at the back of our garden.
 The biggest concern for the development will be providing sufficient parking.*

CONTACT US
 For more information please contact Sarah Stewart
 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
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 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: VINCENT ROW, HAMPTON HILL Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?

*WITH SO MANY VACANT COMMERCIAL PROPERTIES IN THE AREA I AM DISAPPOINTED THAT THE COUNCIL PERSIST IN REQUIRING MIX-USE SCHEMES. I WOULD RATHER THE WHOLE SITE WAS USED FOR RESIDENTIAL PURPOSES WITH A HIGH PERCENTAGE OF AFFORDABLE HOMES.
 THE CONCEPT OF HAVING THE COMMERCIAL ELEMENT OF THE PROPOSED DEVELOPMENT USE WINDMILL ROAD IS CRAZY! THE 285 BUS SERVICE WAS REMOVED FROM WINDMILL ROAD YEARS AGO BECAUSE OF THE CHAOS THEY CAUSED WHY DOES ANYONE THINK THIS WILL BE ANY BETTER.*

CONTACT US
 For more information please contact Sarah Stewart
 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact Sarah Stewart
 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: WINDMILL RD, HAMPTON HILL Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?

*1. Overall plan appears acceptable in terms of buildings
 2. Main concern is access from Windmill Road - Access for residents using Angel Close has not been taken into account and we think safety will be compromised. It appears access will mainly be for commercial vehicles and we oppose that.
 3. Commercial space adjacent to Windmill Road should be pulled back away from boundary to avoid overlooking houses*

CONTACT US
 For more information please contact Sarah Stewart
 020 7125 0422 sarah.stewart@commcommuk.com Comm Comm UK, 25 Firth Street, London, W1D 2EJ

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

*4. Old library is not considered as hidden building by residents and is used for commercial purposes
 5. Access to Spiritus Dei Church via Angel Road hasn't been taken into account
 6. Land where before company was needs to be looked up.
 7. I would be keen to be involved in discussion to find positive solutions.*

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KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: WINDMILL BRASS, HAMPTON HILL Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 LOOKS LIKE A POSITIVE STEP.
 PERSONAL CONCERNS RELATE AROUND
 1) ONE ACCESS TO SITE FROM WINDMILL RD - NOT RELEVANT AS PROPOSAL IS PEDESTRIAN ONLY *
 2) VISUAL IMPACT FROM OWN PROPERTY OF THE SITE FROM MY HOUSE IF ABOVE 2+ STOREYS HIGH, THE 5+ FLOOR BLOCKS ARE A CONCERN IN GENERAL FOR IMPACT ON VIEWS / SKYLINE.
 * VISITOR PARKING WILL IMPACT LOCAL ROADS WHICH ARE ALREADY TOO BUSY WITH CARS.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact Louise Stewart
 020 725 0421 louise@commcommuk.com Comm Comm UK, 25 High Street, London, W1D 5JF

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Notting Hill Housing PICKI RPS Curtains Levitt Bernstein Comm Comm UK

www.stclarenhh.co.uk



KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: WINDMILL BRASS, HAMPTON HILL Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 GENERALLY IMPRESSIVE.
 WOULD LIKE TO SEE MORE DETAIL ON:
 - PARKING PROVISION + SECURITY
 - JUSTIFICATION FOR DESIGN (HOW WILL SOME MAIN)
 - PROVISION FOR COMMUNITY USE IN THE COMMERCIAL PROVISION
 THE LATEST VERSION IS GOOD + GOOD TO SEE MORE

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact Louise Stewart
 020 725 0421 louise@commcommuk.com Comm Comm UK, 25 High Street, London, W1D 5JF

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KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Why do we need more commercial property when the High Street has had commercial property supply or redeveloped into housing recently?
 Why not make it all housing?
 Also is there going to be something to make sure housing is purchased by people who are going to live there and NOT investors.
 This is imperative to make the site a success.
 Ownership breeds contentment and more care for the area in general.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know


Q5. Any further comments?

CONTACT US
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 020 725 0421 louise@commcommuk.com Comm Comm UK, 25 High Street, London, W1D 5JF

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KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: WINDMILL RD, HAMPTON HILL, N10 0X Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Not in keeping with other homes in Hampton Hill, whilst not as out of character as the very development of Windlesham means it is NOT in keeping with the location. Why do architects try to be "trendy" when designing for a village location. This development will be slap bang in the middle of a residential area but bears no relation to existing architecture in the village. The development should "mirror" the existing 1 bed-room homes on Windmill Rd - between the St Library / Fire Station and the railway bridge at Eastbank.
 None of the development should be above 3 floors - whether at the rear - where the land slopes towards the railway - or not. Villagers do not have 5 story developments.
 Insufficient parking. Why do developers assume no one drives nowadays. People might complain that they cannot afford to buy a property - but they can afford to drive. You need to double the amount of parking places.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?
 Having approached neighbours on Windmill Rd - to make sure they were aware of the resolution - I was appalled to learn that many of them were not. This development will affect everyone in Nilly Rd, Windmill Rd, the High Street, Eastbank School Rd, School Rd Avenue, Uxent Row, Worsted Rd, St James Avenue, Saunders Close, Fitzingham Close and - of course - St. James School. Who was responsible of the 'flap' - why weren't they put through every other box. This is NOT the way to go about trying to get residents on your side. You should consider:-
 a) the design of the houses/properties
 b) the proportion (sq'ft!) given over to employment space
 c) parking
 Rather b) and increase c).
 Re think the style of the residential properties
 What parking is there for people using/centring the employment spaces?
 You will also need to liaise with TfL to get the bus journey into Tinsley + Richmond shortened not 100% GLE to get them to operate their train services better.

CONTACT US
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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 All of my initial concerns are being addressed. I would like to know the breakdown of social housing as there is a clear need for this in the area. Overall it's a good scheme. Parking in the area is limited so car parking for the scheme needs to be understood and catered for.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact Jessica Stewart
 020 725 0420 jessica.stewart@commcommuk.com www.commcommuk.com | 15 Finsbury Square, London, EC2A 3DF

The information you supply will be used by Notting Hill Housing for administrative purposes within the terms of the Data Protection Act 1998.

Notting Hill Housing | PICK | RPS | Curtins | Levitt Bernstein | Comm Comm

www.stclarenhh.co.uk

ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: PENNY FARTHING MEWS, HAMPTON HILL, M10 0XK Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 1) TOO MANY FLATS FOR THE SITE
 2) PROPOSED 5 FLOORS COMPLETELY UNACCEPTABLE AND SHOULD NOT EXCEED 3 FLOORS - IN LINE WITH EXISTING PROPERTIES IN IMMEDIATE AREA
 3) POSITIONING OF FLATS TOO CLOSE TO EXISTING PROPERTIES - WOULD BE BETTER AT REAR OF SITE PARALLEL TO RAILWAY LINE AND NOT OF A DIFFERENT CONFIGURATION.
 4) HOLLY ROAD - ALREADY SUGGESTED - THE EXTRA TRAFFIC WOULD CREATE GRID-LOCK AT PEAK TIMES.

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?
 GREAT CARE SHOULD BE TAKEN IN THE DESIGN OF DEVELOPMENT TAKING INTO ACCOUNT OF THE CONSERVATION AREA SO THAT IT HAS LONGEVITY AND ADDS (NOT DEDUCTS) TO THE AREA. SQUEEZING AS MANY UNITS TO MAXIMIZE PROFIT IS OFTEN COUNTER PRODUCTIVE.

CONTACT US
 For more information please contact Jessica Stewart
 020 725 0420 jessica.stewart@commcommuk.com www.commcommuk.com | 15 Finsbury Square, London, EC2A 3DF

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Too many flats for the size of site.
 Proposed 5 floors is too high they are positioned too close to my property 20 meters is very close. Build higher and around railway line not near residential area.
 Holly Road is too narrow for these amount of cars. pro

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?
 we are very worried about what we will be looking at and noise.

CONTACT US
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 020 725 0420 jessica.stewart@commcommuk.com www.commcommuk.com | 15 Finsbury Square, London, EC2A 3DF

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Parking ?? I understand that the site will cater for all parking in place. Is this realistic?

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact Jessica Stewart
 020 725 0420 jessica.stewart@commcommuk.com www.commcommuk.com | 15 Finsbury Square, London, EC2A 3DF

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ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 looks interesting. Obviously height & access is always a worry.
 In terms of the business community, more residue means more footfall which is a plus

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d in being invited to future events regarding the scheme?
 Don't know

keep me in the
 & I will communicate
 w community &
 less groups.

ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: [Redacted] Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 I think this is a helpful scheme a thoughtful use of space. My concern will be access to site by road and for traffic along Terry & Windsor Road

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Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact:
 020 7225 0221 stclare@stclarenhh.co.uk Comm Comm UK, 111 Old Street, London, N1 3NF

The information you supply will be used by Notting Hill Housing for administrative purposes within the terms of the Data Protection Act 1998.

Notting Hill Housing | PICK | RPS | Curtins | Levitt Barnard | Comm Comm UK

www.stclarenhh.co.uk

ST. CLARE BUSINESS PARK

KEEP IN TOUCH

Please complete the form with your feedback and to receive updates on the redevelopment

Name: [Redacted] Phone No: [Redacted]
 Email: [Redacted]
 Address: Holly Road, Hampton Hill Postcode: [Redacted]

Q1. Do you understand why the site is being proposed for redevelopment?
 Yes No Don't know

Q2. Do you support the proposals to provide a mixed-use scheme?
 Yes No Don't know

Q3. What are your thoughts on the proposed design of the scheme?
 Parking must be carefully considered
 Surrounding properties - impact of development.

www.stclarenhh.co.uk

Q4. Would you be interested in being invited to future events regarding the scheme?
 Yes No Don't know

Q5. Any further comments?

CONTACT US
 For more information please contact:
 020 7225 0221 stclare@stclarenhh.co.uk Comm Comm UK, 111 Old Street, London, N1 3NF

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www.stclarenhh.co.uk



27 April 2018

St Clare Business Park, Richmond – Consultation Summary of Feedback

Following consultation events in March and feedback received from residents and community stakeholders, the development team for the St Clare Business Park site has put together an update for the local community.

Aims of the proposed scheme:

- To re-provide 80% of current office floorspace as well as provide around 100 residential units with a significant proportion being affordable homes
- To create high-quality commercial space in modern, energy efficient office accommodation more suitable to the area and local employment needs
- The residential units will offer a mix of one, two and three-bedroom apartments and houses
- Provision of the maximum amount of parking spaces on-site that local policy will support
- Reduce the current impact of commercial activity and servicing to the site on neighbouring residents.

Feedback

1. The Proposals

Generally, it appeared that most attendees were in favour of the principle of the proposed scheme as well as the principle of redevelopment of the site.

The majority of respondents were in favour of the proposed mixed-use proposal for the scheme including residential as well as commercial space. The majority of attendees agreed that the site was in need of redevelopment as it is outdated and does not enhance the local area.

Some attendees felt the mixed-use proposal for the site was unnecessary, with some stating that it should be solely for residential use.

2. Height

Some attendees, mainly local residents, stated that they felt the proposed height of the tallest apartment building may be too high.

The height of the proposed buildings will respond to views from neighbouring streets and Hampton Hill High Street. The new buildings will be of various heights. At its highest point, they are currently planned to rise up to five/six storeys at the rear of the site, where it slopes downwards towards the railway line.

The majority of attendees agreed with the principle of focusing the massing of the scheme in the centre of the site, away from the boundaries with neighbours.

3. Parking and Traffic

Residents highlighted the current issues in the surrounding area relating to parking, explaining that it is extremely difficult for local residents to park near their houses.

The team noted that these issues exist in the surrounding area. The team understood that the site has existing access issues on Holly Road, particularly for larger vehicles such as refuse trucks and servicing vehicles. Concerns were also raised about re-introducing access to the site from Windmill Road.

1



Many attendees queried how the office parking spaces would be used outside of office hours, with some suggesting they should be made available to new and existing residents surrounding the site.

4. Other Design Comments

A few local residents who lived on the edge of the site were interested in discussing what the boundary treatment will be between their properties and the site. Some residents explained that they would prefer to keep the boundary treatment the same as currently.

Other attendees noted the scheme and its design should ensure it takes into account the characteristics of the surrounding area.

Summary

Overall, the majority of attendees were in support of the principle of redevelopment of the site, with many attendees supporting the proposed mixed-use scheme for the site. However, attendees reiterated that height, density and parking levels should be appropriate. The majority of concerns related to parking and traffic, with attendees raising the congestion issues that exist within the surrounding area.

Most attendees felt positive about the scheme with some expressing that they were pleased with the initial proposals and designs displayed at the exhibitions. Some residents are also keen to be involved in further consultation and discussion events.

If you would like to submit feedback for the project, please send comments to Jessica Stewart via jessicas@commcommuk.com call 020 7125 0421 or write to 25 Frith Street, London, W1D 5LB.

You can view more information about the scheme or register for updates on our website, www.stclareh.co.uk.

2

Appendix G - May 2018 Handshake Letter

Statement of Community Involvement Appendix, St Clare Business Park



Notting Hill Home Ownership
Bruce Kenrick House
2 Killick Street, London, N1 9FL

T: 020 3815 0000 F: 020 3815 0001
E: info@nhhg.org.uk
www.nottinghillhousing.org.uk

22 May 2018

Dear Neighbour

RE: Redevelopment of St Clare Business Park, Holly Road

On behalf of Notting Hill Housing, I am writing to inform you about proposals for the redevelopment of St Clare Business Park, Holly Road, Hampton Hill.

Notting Hill Housing, who owns the site, is considered to be one of the most innovative housing associations in the UK, specialising in high-quality mixed-use schemes offering a variety of tenures. Our one common goal is to provide new homes that are sustainable and comfortable to live in, that are well-maintained and enhance the local environment.

We are developing proposals at St Clare Business Park for a mixed-use scheme, including new homes as well as new commercial space.

St Clare Business Park is located to the west of Hampton Hill High Street, a conservation area. The site is ageing and not fit for purpose, it is currently under occupied by light industry companies. Redevelopment of St Clare Business Park presents an ideal opportunity to bring forward a mixed-use scheme within the existing urban footprint of Hampton Hill.

Award-winning architects, PCKO, is designing the scheme, which proposes to be sympathetic to surrounding locality and the neighbouring high street. The new homes will primarily be a mix of one, two and three-bedroom apartments. The new homes and commercial space will be supported by parking, landscaped amenity space and attractive landscaping running throughout the site.

Comm Comm UK is leading the consultation and community engagement for the project. To present the scheme, we will be holding public exhibitions in March next year. In the meantime, we would very much like to meet you to discuss the proposals.

Please do let us know if this will be of interest and RSVP to Jessica Stewart from Comm Comm UK via; jessicas@commcommuk.com, 020 7125 0421 or by writing to 25 Frith Street, London, W1D 5LB.

Yours sincerely

Angus Saunders
Planning Manager
Notting Hill Housing

Notting Hill Housing is the trading name of Notting Hill Housing Trust (NHHT) and Notting Hill Home Ownership (NHHO). Registered Office 2 Killick Street, London, N1 9FL. NHHO is a registered society under the Co-operative and Community Benefit Societies Act 2014 (23066R) and registered with the Homes and Communities Agency as social landlord (SL3119).

Appendix H - June 2018 Invitation Letters

Statement of Community Involvement Appendix, St Clare Business Park



www.nhgggroup.org.uk

Hampton Hill
Hampton

1 June 2018

Dear Sir/Madam

RE: Invitation to update sessions for the redevelopment of St Clare Business Park, Holly Road

I am writing on behalf of Notting Hill Genesis to invite you to join us for an update session regarding our emerging proposals for the redevelopment of St Clare Business Park. Notting Hill Genesis is proposing a mixed-use scheme, including new homes as well as new commercial space.

Following the consultation events held in March and the feedback received from local residents and stakeholders, the team has undertaken further design development. We are keen to share the updated plans and discuss key matters that were raised during our initial consultation, including parking, access and servicing, massing and boundary treatments.

The sessions will be held on:

- Tuesday 12 June at Greenwood Centre, 1 School Road, Hampton Hill, TW12 1QL, 4pm – 8pm
- Thursday 14 June at Hampton Hill Theatre, 90 High Street, Hampton Hill, TW12 1NZ, 4pm – 8pm.

We invite you to attend on either day, however, we would like to focus each session's discussion on specific streets surrounding the site. We encourage residents of Holly Road, School Road and School Road Avenue to attend on **Tuesday**, and residents of Windmill Road, the High Street and those living off the High Street to attend on **Thursday**.

Notting Hill Genesis
Bruce Kenrick House
2 Killick St, London, N1 9FL

Phone 020 3815 0000
Fax 020 3815 0005
Email info@nhhg.org.uk

Notting Hill Genesis is a charity incorporated as a community benefit society under the Co-operative and Community Benefit Societies Act 2014 (7746) and is registered with the Regulator of Social Housing as a social housing provider (4880). Registered office: Bruce Kenrick House, 2 Killick Street, London, N1 9FL.



The project team will be on-hand during the sessions but we would be keen to meet you one-to-one to discuss the plans and any individual concerns. We advise that you book a time slot with us during the sessions. If you are unable to attend, please do let us know and we can organise a separate meeting.

Please book a one-to-one by getting in touch with Jessica Stewart of Comm Comm UK, who is organising the event. You can contact Jessica via; jessicas@commcommuk.com, 020 7125 0421 or by writing to 25 Frith Street, London, W1D 5LB. In the meantime, you can find out more about our proposals by visiting our website www.stclarehh.co.uk.

Yours faithfully

Angus Saunders
Planning Manager
Notting Hill Genesis

Appendix I - June 2018 Exhibition Boards

WELCOME

Welcome to Notting Hill Genesis update sessions for the redevelopment of St Clare Business Park on Holly Road, Hampton Hill.

As you may be aware, Notting Hill Genesis purchased the site in June 2017 and is proposing redevelopment of the site to provide high quality commercial space and much needed new housing.

The scheme is an opportunity to regenerate the site and complement the surrounding locality, including the neighbouring Hampton Hill High Street.

We are keen to hear your views on the site to inform our proposals. Members of the development team are on-hand to answer any questions you may have.



Photo of site entrance

THE TEAM



Notting Hill Genesis is considered to be one of the most innovative housing associations in the UK, specialising in high-quality mixed-use schemes, offering a variety of tenures.

Our mission is to provide quality homes for people who cannot otherwise afford them. At St Clare, this means homes that are sustainable and comfortable to live in, that are well-maintained and enhance the local environment.

Notting Hill Housing and Genesis Housing Association merged in April 2018 to create a new organisation, Notting Hill Genesis. The newly merged company will be one of the UK's largest housing associations with over 11,000 houses in development over the next five years.

Examples of Notting Hill Genesis schemes



Reynard Mills, Hounslow

Edmund Street, Southwark



Reynard Mills, Hounslow

Reynard Mills, Hounslow



Example of PCKO scheme

PCKO, the appointed architect, is an award-winning architectural practice. PCKO has vast experience designing mixed-use schemes in suburban locations around London. Recent projects include Church End in Brent, a mixed-use commercial and housing site and The Exchange in Bermondsey Spa, a Notting Hill Housing project.



RPS Group is the planning consultant. RPS operates nationally, offering a range of services based upon many years of experience in both the private and public sectors. It provides specialist consultancy advice to clients in the combined disciplines of planning and development, archaeology, historic buildings and conservation.

Levitt Bernstein **People.Design**

As landscape architects, Levitt Bernstein creates award winning living landscapes and thriving urban spaces, using inventive design to solve real life challenges. Putting people at the heart of their work, each project is different but the driving force behind every one is the desire to create an environment that is beautiful and functional.



CommCommUK is leading the consultation and community engagement for the project. It is a specialist in planning, licensing and construction consultancy with expertise and experience of advising on and implementing consultation and communications programmes.



Curtins is providing transport consultancy services for the project. It is an award winning, leading consultancy having specialised in the built environment for almost 60 years. Their focus is on providing innovative transport solutions to support both private and public sector development. They have extensive residential and commercial experience having been involved in many high profile projects across London and the wider UK.



HAMPTON HILL AREA



KEY TO THE PLAN

- Longford River
- Railway Line
- - - St Clare Business Park Site
- - - High Street

The site is located to the west of Hampton Hill High Street, a conservation area, and is bounded by Holly Road to the south, Windmill Road to the north and the Shepperton branch Railway line to the west.

Hampton Hill is an attractive village in Richmond with a vibrant High Street. There are a number of local schools nearby as well as Hampton Hill Medical Centre and two dental surgeries on the High Street. There are many local

recreational areas, such as Holly Road Recreational Ground, grounds surrounding St James Church and the Longford River walk, as well as the Grade I listed Bushy Park.

The site is located a short walk from Fulwell train station, which is within London's Fare Zone 6 and is well-connected with Central London as well as the wider metropolitan area. Additionally, there are several bus routes nearby, along the High Street and Park Road. This location makes the site well served by fast and frequent public transport.

HAMPTON HILL'S CONTEXT



Bushy Park - Water Garden | St James Church | Hampton Hill Public Library | Hampton Hill Theatre | Local Supermarket

TRANSPORT

TRANSPORT BASELINE CONDITIONS

THE EXISTING SITE

St Clare Business Park is currently accessed via a gated entrance located off Holly Road. The adjacent commercial site (car parts and car wash) has a separate access off Windmill Road. The site comprises large areas of hard standing which allows high levels of parking for cars, Light Goods Vehicles (LGV) and Heavy Goods Vehicles (HGV).

The Business Park generates car, LGV and HGV traffic on a daily basis (accessed via Holly Road) while the adjacent commercial uses also generates regular vehicle traffic.

LOCAL AMENITIES

The site is located within 200m of Hampton Hill High Street, which provides a wide range of different amenities. These include retail, restaurants, cafes and bars. Furthermore, local schools, leisure and sports facilities are located within a five minute walk of the site.

PUBLIC TRANSPORT

The closest bus stops to the site are located on the High Street (approximately 200m) and these are served by three services resulting in up to 14 buses an hour in each direction during peak times. From here a wide variety of destinations can be reached including Heathrow, Kensington and Richmond.

The closest railway station to the site is Fulwell Station (Fare Zone 6) located within a 15 minute walk. There are up to three trains an hour into London Waterloo and two trains an hour to Shepperton.

The site scores a **PTAL rating of 2** and public transport travel times are illustrated on the map. Central London is accessible in 60mins from the site.



DISTANCES CHART

London Destination	Walking	Cycling	Bus
Heathrow	-	30min	44min
Waterloo	40min	11min	25min
King's Cross	-	37min	35min
Chayton	-	-	20min
Shepperton	30min	16min	17min
Richmond	-	22min	30min

FUTURE TRANSPORT PROPOSALS

ACCESS & CIRCULATION

Access to the site is proposed via two points, one from Holly Road and the second from Windmill Road. There will be no through-route for vehicles to get from Holly Road to Windmill Road, however, a new pedestrian and cycle connection will be created. The internal site area will be landscaped to ensure a safe and pleasant environment. Vehicle access to the proposed commercial units will be solely via Windmill Road. This will result in the removal of all commercial vehicle activity associated with the site from Holly Road.



PROPOSED CAR PARKING

We are aware that on-street car parking in the area is at or close to capacity. We are proposing that all expected car parking demand from the site is provided for internally so that any local parking issues are not exacerbated.

This will be via an undercroft car park, taking advantage of the slope of the site, and additional car parking places located within the site.

All parking will be provided in line with Richmond upon Thames adopted planning policy. This includes standards for blue badge parking and electric charging facilities.



PROPOSED SERVICING STRATEGY

Early consideration has been given to the servicing strategy of the site, ensuring that all activities are undertaken within the site footprint. The design of the site will ensure that adequate space will be provided for service vehicles to enter, turn within the site and exit in a safe manner.



PROPOSED CYCLE PARKING

Cycle parking will also be provided in line with adopted standards and will be distributed across the site within safe and secure storage areas. This includes short stay parking which is planned to be integrated into the landscaping near main entrances.



HISTORICAL CONTEXT

The overall form and scale of Hampton Hill High Street has changed very little since the end of the 19th Century.

St Clare was initially a gravel pit but was developed into a plant nursery, existing up until the Second World War.

The early settlement pattern, a linear street fronted by properties on narrow plots with long rear gardens, is still visible.

Following the war, it was redeveloped into its current form as an industrial business park.

- KEY
- Site Boundary
- Conservation Area Designated on 01/07/1962



HAMPTON HILL CONSERVATION AREA



Part, High Street (Hampton Hill) Conservation Area 20

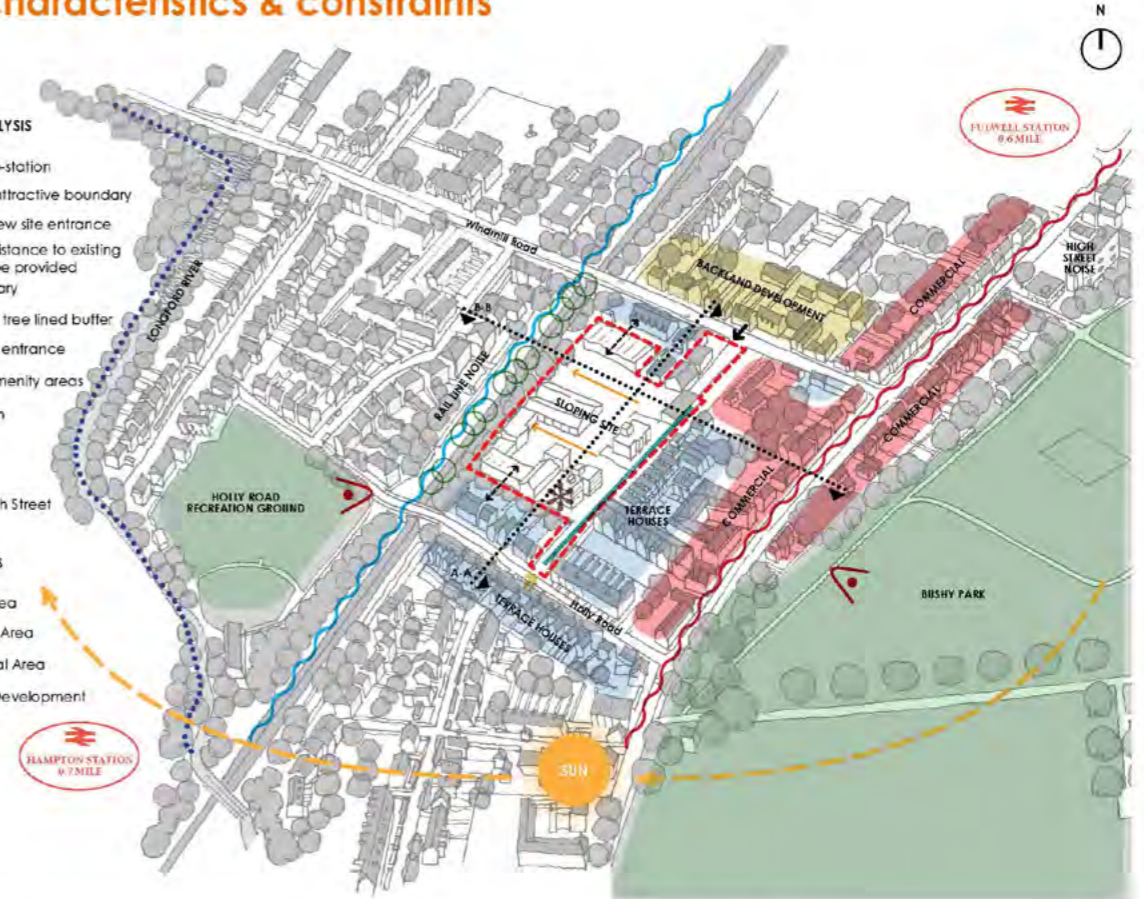
THE SITE its characteristics & constraints

KEY TO SITE ANALYSIS

- Existing Sub-station
- Existing unattractive boundary
- Potential new site entrance
- 20m min. distance to existing houses to be provided
- Site boundary
- Established tree lined buffer
- Existing site entrance
- Views to amenity areas
- Train Station
- Noise
- River
- Vibrant High Street

CHARACTER AREAS

- Amenity Area
- Residential Area
- Commercial Area
- Backland Development



OPPORTUNITIES

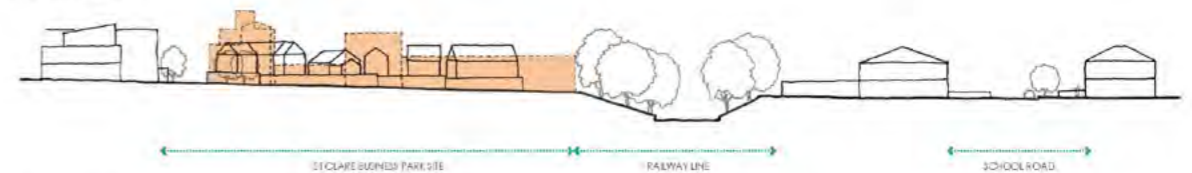
- Very pleasant distant views towards Holly Road recreation ground to the west and Bushy Park to the east.
- Creation of a new pedestrian link North / South through the site linking Windmill and Holly Road.
- Potential to separate commercial and residential access to remove pressure on Holly Road.
- Opportunity to use the orientation of the site to create central landscaped gardens.

- Use the sloping topography of the site to provide covered vehicle parking and therefore keeping the streets light on surface parking.
- The established tree line buffer adjacent to the railway will allow for an extension of the green corridor into the development.
- Potential to complete the urban grain with houses backing onto existing dwellings from Windmill Road and Holly Road.
- Very close proximity to the vibrant high street.

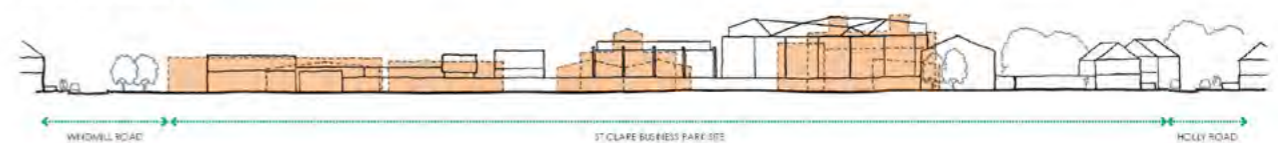
CONSTRAINTS

- Proximity and location of existing buildings on boundary edges to be carefully considered.
- Existing Substation needs to be retained with required 24 hour access.
- Very little or no established trees on site.
- Tight access from Holly Road.
- Mixture of unattractive site boundaries.

EXISTING CROSS SECTION A-A



EXISTING LONG SECTION B-B



THE CURRENT SITE






The site is currently occupied by offices and light industrial units. At present, industrial buildings extend to the boundaries with neighbouring properties, with a range of boundary treatments.

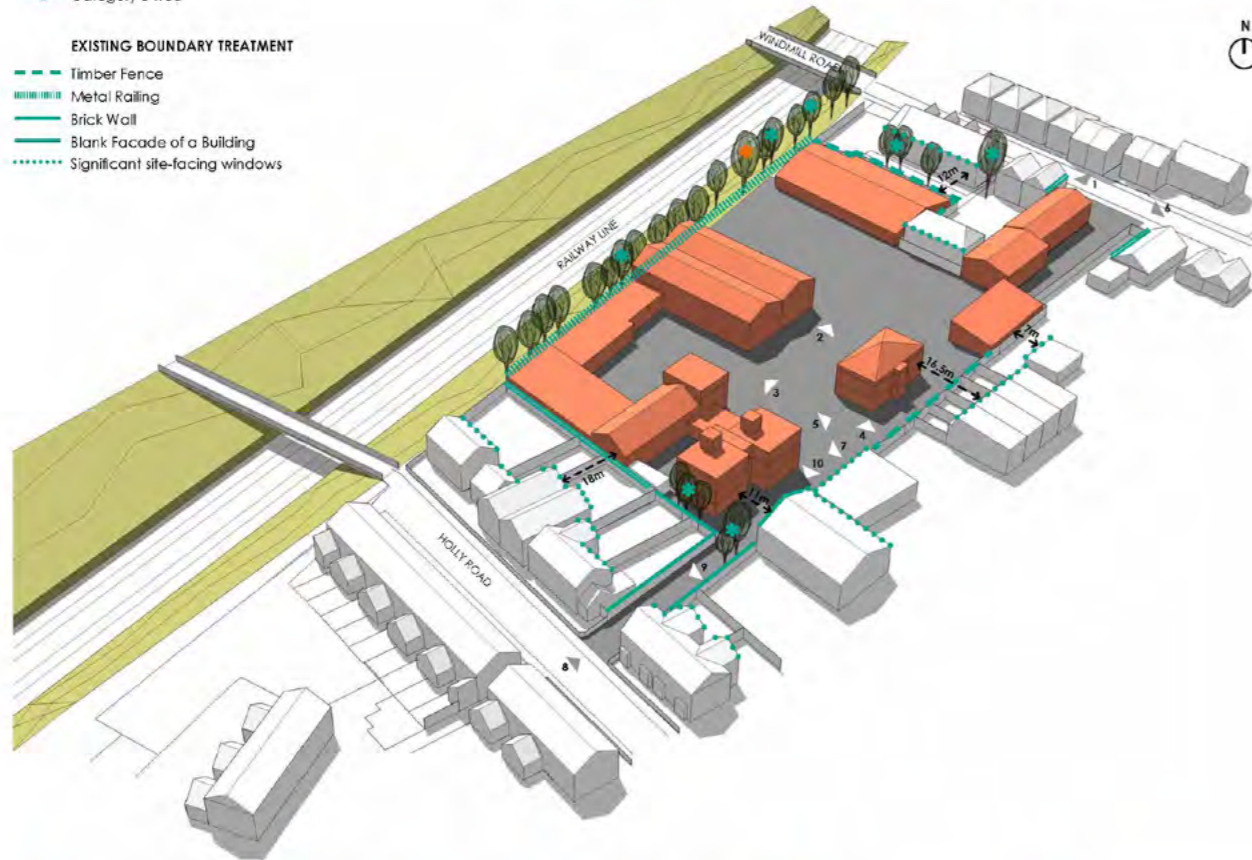
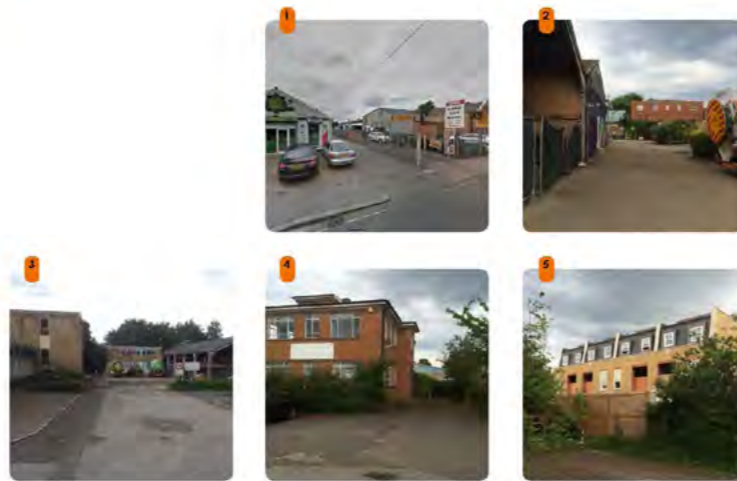
The site was recently designated as a Locally Important Industrial Land and Business Park (Policy LP42). There is no specific proposal for its redevelopment in the Local Plan, however its poor condition was identified during the consultation on the Hampton Hill Village Planning SPD.

KEY

-  St Clare Business Park Site
-  Existing Industrial Buildings on Site
-  Category A Tree
-  Category B Tree

EXISTING BOUNDARY TREATMENT

-  Timber Fence
-  Metal Railing
-  Brick Wall
-  Blank Facade of a Building
-  Significant site-facing windows







LOCAL TOWNSCAPE

PCKO will design a scheme that will be sympathetic to the surrounding buildings and the neighbouring Hampton Hill High Street. The design and a palette of materials will be inspired by the local area and its historical context.

Characteristic materials and features in the area surrounding the site include red and buff stockbrick, render, clay tiles and slates and street trees.

KEY TO AERIAL VIEW

-  Longford River
-  Railway Line
-  St Clare Business Park Site
-  High Street



View of proposed site from Windmill Road



Precedent for inspiration

Holly Road terrace example

Use of render and Georgian architecture

Characteristic windows: red brick with features in white

Manor roof with active commercial street frontage

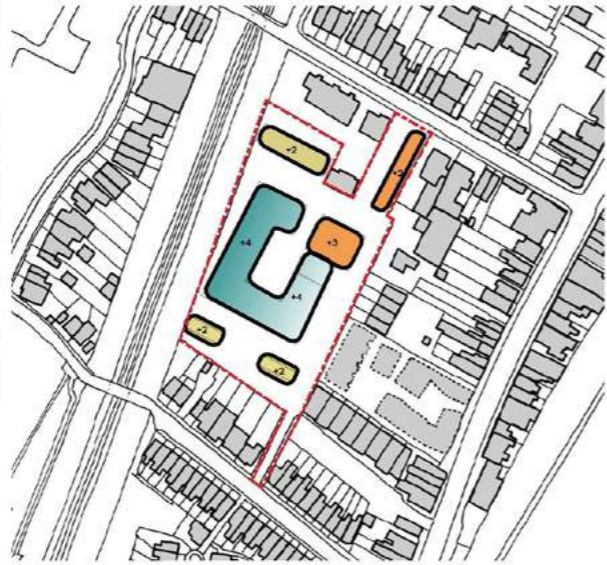
PROPOSALS

The proposal is for redevelopment of the site to provide high-quality commercial space and much-needed new housing. The new uses will be introduced to the site and located in keeping with the existing urban grain.

We are seeking to re-provide 77% of the employment space, in modern energy efficient office accommodation, more suitable to the area and local employment needs. The proposal offers small, affordable units and flexible workspace, targeting co-working amongst other uses. This scheme aims to provide high-quality spaces and respond to the increasing demand for smaller and cheaper high-quality units.

We are looking to create a mix of one, two and three-bedroom apartments and houses.

The height of the proposed buildings will respond to views from neighbouring streets and Hampton Hill High Street. The new buildings will be of various heights and will rise to up to four storeys at the rear of the site, where it slopes towards the railway line.



Heights and Uses diagram

- KEY TO PLAN**
- - Site Boundary
 - No. Number of storeys above ground floor
 - Block of apartments
 - Terrace Mews
 - Commercial Building



View of proposed site plan from Holly Road

PROPOSALS



View of proposed terrace housing to the South-West of the site



View of proposed terrace housing to the North-East of the site

LANDSCAPE

The landscape will be designed to create a series of character areas inspired by the surrounding area and the history of the site. The landscape design identity will be inspired by the site's history as a plant nursery, in-keeping with Hampton Hill's garden culture of the 20th Century.

CHARACTER AREAS & THEIR KEY CHARACTERISTICS

Soft landscape:

- Planting will be introduced to soften the boundaries and promote biodiversity, encouraging habitat links with the railway line verges
- A landscape tree structure of native species such as Oak and Field Maples will be designed to minimise the impact of the built development
- Trees and planted borders will be designed to create a pleasant green route through the site and attractive views into the site from Holy Road and Windmill Road.
- Housing properties will have rear gardens that meet the site boundary.

Shared surface:

The vehicle routes and parking courtyards will be a shared surface with clear pedestrian and cycle priorities. Parking spaces will be marked within the paving design.

Amenity Space & Play:

- Amenity space and play equipment for children under five years old will be provided in the podium courtyard, which will be secured for residents.
- The accessible landscape will include a few resting points, small doorstep play elements such as stepping stones and ecological engagement such as bug houses.
- Play space for older children is accessible at Holy Road recreational ground, 250m from the site.

NURSERY IMAGES CHARACTER INSPIRATION



PALLETS STACKING-UP



SETTING OUT - NEW ARRIVALS



UNIFORM BLOCK PLANTING



GREEN LINK



PRIVATE GARDENS

LANDSCAPE CHARACTER AREAS



PODIUM - GARDEN PLAY



DOMESTIC MEWS



COMMERCIAL COURTYARD



PARKING COURT



INVITING PEDESTRIAN ROUTE

--- SITE BOUNDARY

RENEWED COMMERCIAL SPACE

The existing industrial units of the site, originally built in the 1970s and 1980s, are no longer fit for purpose. We are proposing smaller units of affordable and more flexible workspace, allowing for a range of tenants.

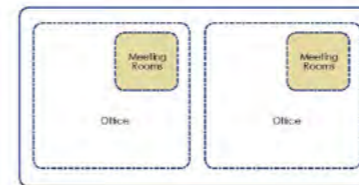
The new scheme will replace over 77% of the current industrial space across two commercial buildings.

The new, high-quality commercial scheme reflects the growing demand for more affordable and flexible workspace. Potential uses for this space include co-working facilities where areas such as the kitchen, meeting rooms and reception areas are shared between several small businesses.

The commercial space will be supported by parking spaces to London Borough of Richmond upon Thames adopted standards and secure cycle storage and shower facilities.

TYPES OF WORKSPACE

OFFICE SPACE



UPPER FLOORS

CHARACTERISTICS OF OFFICE SPACE

- Variety of office sizes
- Flexible workspace arrangement
- Accessibility & diversity of tenancies
- Sustainable and environmentally friendly working spaces
- Visual and acoustic privacy



Precedent imagery for office space

CO-WORKING SPACE



FIRST FLOOR

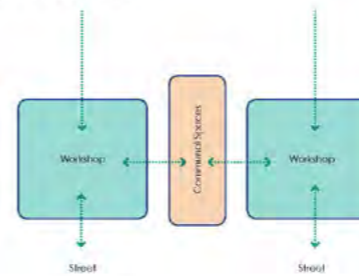
CHARACTERISTICS OF CO-WORKING SPACES

- Shared facilities and services
- Potential to be linked to the workshop studios on the lower level
- Diversity in working spaces
- Modern / Industrial office decor
- Private working rooms



Precedent imagery for co-working space

WORKSHOP & STUDIOS



GROUND FLOOR

CHARACTERISTICS OF WORKSHOPS AND STUDIOS

- Multi-functional spaces
- High floor to ceiling space
- Large floor area
- Flexible workspace arrangement
- Shared facilities and services
- Storage spaces provided
- Open street frontages



Precedent imagery for workshop and studios

BENEFITS of the current proposal

RENEWING COMMERCIAL SPACE

The new site would re-provide 77% of the commercial floor space for office and workshop use. Redevelopment will allow for the commercial space to be brought up to modern standards and increase the site's employment potential.



GREEN LANDSCAPING

The site will be landscaped to create attractive views into the site from Holly Road and Windmill Road, with a focus on improving the site's biodiversity and sustainability.



LOCAL COMMUNITY CONTRIBUTION

Section 106 and Community Infrastructure Levy contributions by Notting Hill Genesis to London Borough of Richmond upon Thames to go towards improving local infrastructure.



AFFORDABLE HOUSING

The new site would provide much needed new housing for the local area. 20% of the new homes will be for social rent, with the remaining units affordable Shared Ownerships.



IMPROVING WALKING ROUTES

The re-introduction of the passage to Windmill Road, allowing pedestrians to use the site as a short cut, offering an alternative to School Road and the bustling Hampton Hill High Street. However, road-users will not be able to cut through the site.



TRANSPORT

The introduction of electric charging facilities will contribute to the global reduction of air pollution. The use of the bicycle will be facilitated with on-site cycle parking spaces together with secured storage areas across the site.



TIMELINE & NEXT STEPS

We are keen to hear your views on the site and our current proposals ahead of submitting a planning application to London Borough of Richmond upon Thames in Autumn 2018.

Please do complete a Keep-in-Touch Form with your thoughts and to register for updates throughout the planning process and beyond.

2018

2019



CONSTRUCTION

Notting Hill Genesis will only employ construction contractors who are part of the Considerate Constructors Scheme, which ensures the impact of the building works on local communities is minimised in terms of noise, traffic, access and hours of operation.

The Considerate Constructors scheme is a national initiative set up by the construction industry to improve its image. Construction sites and companies registered with the scheme are monitored against a Code of Considerate Practice.

There will be demolition and excavation as part of the works due to the existing buildings on-site and the proposed semi basement parking.

All works will be subject to a Construction Management Plan (CMP). The CMP aims to mitigate against any disturbance and nuisance caused by construction to neighbours of the site.



CONTACT US

If you have any further questions, please contact

Jessica Stewart
Comm Comm UK

020 7125 0421
jessicas@commcommuk.com
Comm Comm UK, 25 Friith Street,
London, W1D 5LB

You can find out more about the scheme and sign-up for updates by visiting our website

www.stclarehh.co.uk



YOUR OPINION MATTERS TO US



Please complete a keep in touch form
THANK YOU!

CONSULTATION

Two public exhibitions were held to display the proposals for the redevelopment of St Clare Business Park, these were held on Thursday 22 March and Saturday 24 March 2018. Approximately 108 members of the local community attended the public exhibitions to share their initial views on the proposals.

Most attendees were in favour of the principle of the proposed scheme as well as the principle of redevelopment of the site. Attendees agreed that the site was in need of redevelopment as it is outdated and does not enhance the local area.



Photos of March Public Exhibitions at Hampton Hill Cricket Club and Hampton Hill United Reformed Church

Key feedback received and further design development undertaken

KEY FEEDBACK RECEIVED

THE PROPOSAL

Most attendees were in favour of the principle of the proposed scheme as well as the principle of redevelopment of the site. Attendees agreed that the site was in need of redevelopment as it is outdated and does not enhance the local area.

Key topics of conversation included height and massing, boundary treatments and landscaping as well as parking and servicing.

Key changes since our first consultation event:

- The height of the proposed new buildings will rise to four storeys at the rear of the site, not five or six as previously proposed
- The tenure mix has been confirmed at 20% for social rent with 80% affordable and for the shared-ownership market
- A transport assessment and access strategy has been developed
- A detailed landscaping plan has been created

Further design development has given greater detail on key figures:

- The unit number is currently at 101 apartments and 11 houses
- The commercial area will be 2327.16m², 77% of what is currently on-site
- The number of parking spaces is currently at 112 parking spaces for the new homes and 16 for commercial users
- Distances between the sites existing and proposed buildings with neighbouring properties has been measured
- Typical floor plans have been generated.



St Clare Business Park as seen from Holy Road

ST CLARE BUSINESS PARK PROPOSALS FOR ST CLARE BUSINESS PARK, HAMPTON HILL



INTRODUCTION

Welcome to Notting Hill Genesis' update sessions for the redevelopment of St Clare Business Park on Holy Road, Hampton Hill.

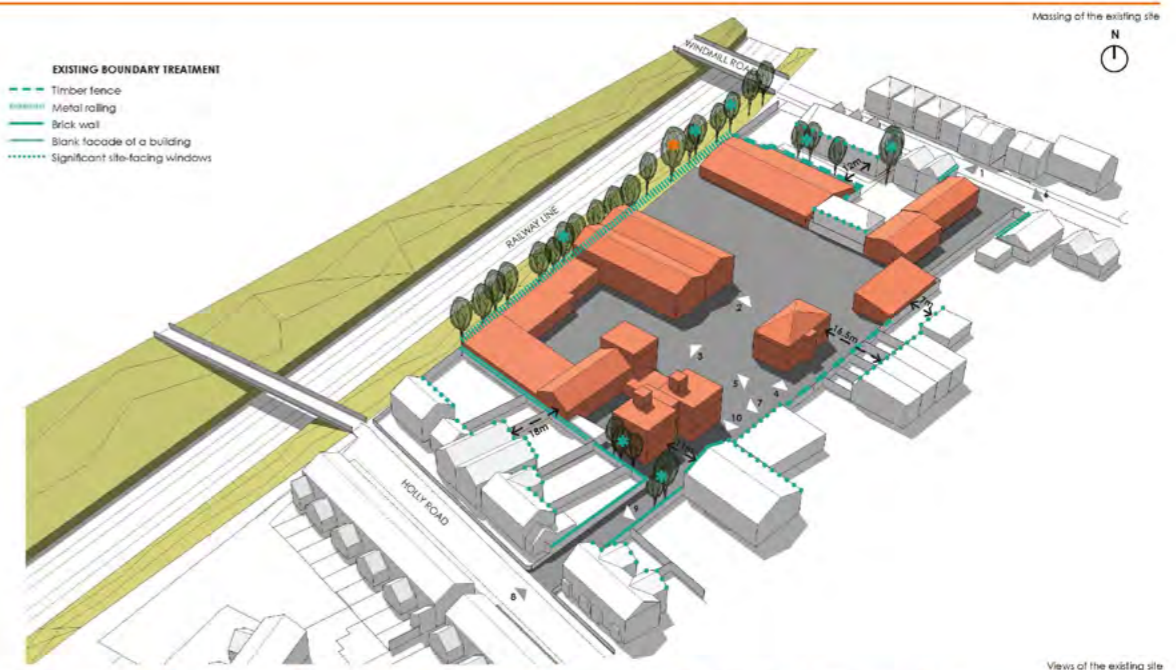
As you may be aware, Notting Hill Genesis purchased the site in June 2017 and is proposing redevelopment of the site to provide high-quality commercial space and much-needed new housing.

The scheme is an opportunity to regenerate the site and complement the surrounding locality, including the neighbouring Hampton Hill High Street.

We are keen to hear your views on the site to inform our proposals. Members of the development team are on-hand to answer any questions you may have.



View of proposed terrace housing to the north-east of the site



Views of the existing site



THE EXISTING SITE

St Clare Business Park is located to the west of Hampton Hill High Street, the site is currently under-occupied by light industry companies. Redevelopment of St Clare Business Park presents an ideal opportunity to bring forward a mixed-use scheme within the existing urban footprint of Hampton Hill.

Most of the existing industrial buildings on-site date back to the 1970s and 1980s and are not fit for purpose in their current condition.

KEY TO SITE ANALYSIS

- Existing Sub-station
- Existing unattractive boundary
- Potential new site entrance
- 20m min. distance to existing houses to be provided
- Site boundary
- Established tree lined buffer
- Existing site entrance
- Views to amenity areas
- Train Station
- Notle
- River
- Vibrant High Street
- Recently completed scheme at 63-71 High Street

CHARACTER AREAS

- Amenity Area
- Residential Area
- Commercial Area



Plan of the site and its surrounding characteristics and constraints



HAMPTON HILL AREA



The site is located to the west of Hampton Hill High Street, a conservation area and is bounded by Holly Road to the south, Windmill Road to the north and the Shepperton branch railway line to the west.

Hampton Hill is an attractive village in Richmond with a vibrant High Street. There are a number of local schools nearby as well as Hampton Hill Medical Centre and two dental surgeries on the High Street. There are many local recreational areas, such as Holly Road Recreational Ground, grounds surrounding St James Church and the Longford River walk, as well as the Grade I listed Bushy Park.

The site is located a short walk from Fulwell train station, which is within London's Fare Zone 6 and is well-connected with Central London as well as the wider metropolitan area. Additionally, there are several bus routes nearby, along the High Street and Park Road. This location makes the site well served by fast and frequent public transport.

KEY TO THE PLAN

- Longford River
- Railway Line
- St Clare Business Park Site
- High Street



Plan of the Hampton Hill area and its urban grain






TRANSPORT

The closest bus stops to the site are located on the High Street (approximately 200m) and these are served by three services, resulting in up to 14 buses an hour in each direction during peak times. From here a wide variety of destinations can be reached, including Heathrow, Kensington and Richmond.

The closest railway station to the site is Fulwell Station (Fare Zone 6) located within a 15 minute walk. There are up to three trains an hour into London Waterloo and two trains an hour to Shepperton.

The site scores a **Public Transport Accessibility Level (PTAL) rating of 2** and public transport travel times are illustrated on the map. Central London is accessible in 60 minutes from the site.

DISTANCES CHART

			
London Waterloo	-	-	60 min
Heathrow	-	30 min	44 min
Twickenham	40 min	11 min	25 min
Victoria	-	-	60 min
Kingston Upon Thames	-	21 min	25 min
Croydon	-	-	60 min
Hampton Court Palace	40 min	16 min	17 min
Richmond	-	23 min	30 min



TIM output for Base Year
 Scenario: Base Year Model: All public transport modes, Time of day: All peak, Direction: From location
 ST Clare Business Park, Holy Hill, Hampton Hill, Hampton TW12 1QZ, UK
 Easting: 514173, Northing: 170906
 Date: 17/08/2024



HAMPTON HILL CONSERVATION AREA



Map of Hampton Hill Conservation Area

HISTORICAL CONTEXT

The overall form and scale of Hampton Hill High Street has changed very little since the end of the 19th Century.

The early settlement pattern, a linear street fronted by properties on narrow plots with long rear gardens, is still visible.

St Clare was initially a gravel pit but was developed into a plant nursery, which remained on site until the Second World War.

Following the war, it was redeveloped into its current form as an industrial business park.



KEY
 - - - Site Boundary
 - - - Conservation Area Designated on 07/09/1982

LOCAL TOWNSCAPE



KEY TO AERIAL VIEW
 - - - Longford River
 - - - Railway Line
 - - - St Clare Business Park Site
 - - - High Street

PCKO will design a scheme that will be sympathetic to the surrounding buildings and the neighbouring Hampton Hill High Street. The design and a palette of materials will be inspired by the local area and its historical context.

Characteristic materials and features in the area surrounding the site include red and buff stockbrick, render, clay tiles, slates and street trees.



Precedent for inspiration



Holy Road terrace example



Use of render and Georgian architecture



Characteristic vernacular red brick with features in white



Mansard roof with active commercial street frontage

OBJECTIVES FOR THE SITE

The proposal is for redevelopment of the site to provide high-quality commercial space and much-needed new housing. The new uses will be introduced to the site and located in keeping with the existing urban grain.

We are seeking to re-provide 77% of the existing employment space, in modern energy efficient office accommodation, more suitable to the area and local employment needs. The proposal offers small, affordable units and flexible workspace, targeting co-working amongst other uses. This scheme aims to provide high-quality spaces and respond to the increasing demand for smaller and cheaper high-quality units.

We are looking to create a mix of one, two and three-bedroom apartments and houses.

The height of the proposed buildings will respond to views from neighbouring streets and Hampton Hill High Street. The new buildings will be of various heights and will rise to up to five storeys.

Aims of the proposed scheme:

- Re-provide 77% of current office floorspace as well as provide approximately 112 residential units for market sale, shared-ownership and affordable rent
- Create high-quality commercial space in modern, energy efficient office accommodation more suitable to the area and local employment needs
- Deliver a mix of one, two and three-bedroom apartments and houses
- Create attractive views into the site through improved landscaping
- Re-introduce the passage to Windmill Road, to allow pedestrians to use the site as a short cut
- Provide the maximum amount of parking spaces on-site that local policy will support.

RENEWED COMMERCIAL SPACE

OFFICE SPACE



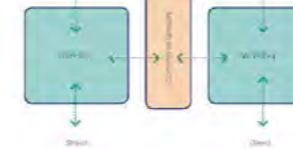
UPPER FLOORS

CO-WORKING SPACE



FIRST FLOOR

WORKSHOP AND STUDIOS



GROUND FLOOR

CHARACTERISTICS OF OFFICE SPACE

- Variety of office sizes
- Flexible workspace arrangement
- Accessibility and diversity of tenancies
- Sustainable and environmentally friendly working spaces
- Visual and acoustic privacy.

CHARACTERISTICS OF CO-WORKING SPACES

- Shared facilities and services
- Potential to be linked to the workshop studios on the lower level
- Diversity in working spaces
- Modern / industrial office decor
- Private working rooms.

CHARACTERISTICS OF WORKSHOPS AND STUDIOS

- Multi-functional spaces
- High floor to ceiling heights
- Large floor area
- Flexible workspace arrangement
- Shared facilities and services
- Storage spaces provided
- Open street frontages.