

## 2.9 NEIGHBOURING BUILDINGS



1. The old library on Windmill Road



2. Terrace Houses on Holly Road



3. High Street corner with Park Road



4. Buildings 53 at High Street



5. High Street



6. High Street



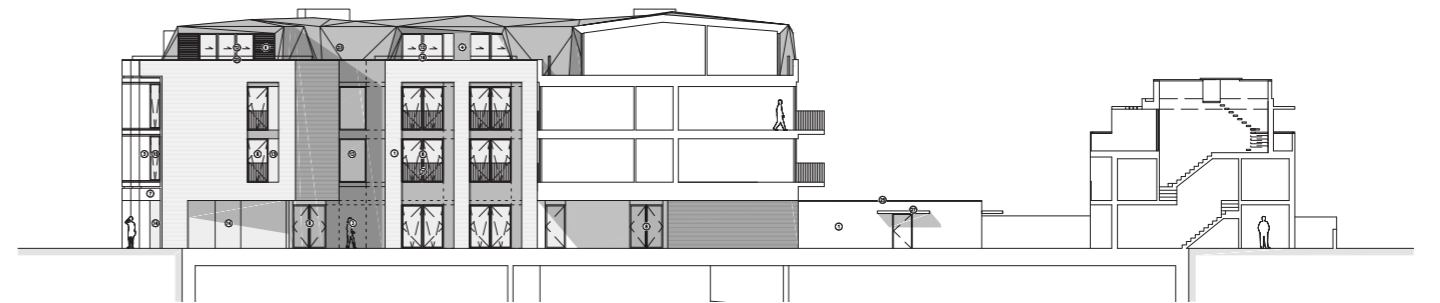
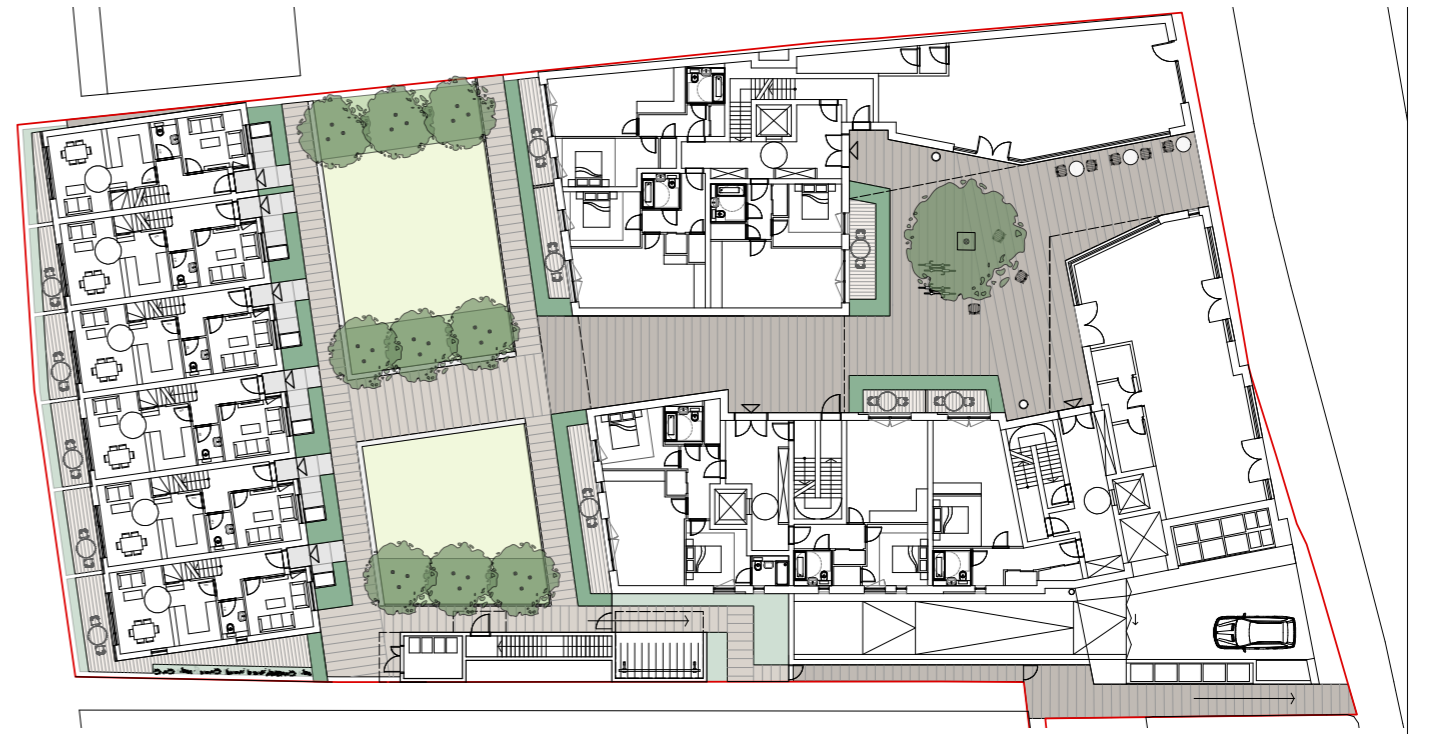
7. View of the Railway from the site

## 2.10 EMERGING CONTEXT

Richmond's Policies Map (2013) identifies the site as being within an Area of Mixed Use, which is part of the Hampton Hill Local Centre. The site also adjoins the High Street (Hampton Hill) Conservation Area and the Key and Secondary Shopping Frontages along High Street. Furthermore, the site is in close proximity to Bushy Park, which is designated as a Historic Park, Metropolitan Land, Site of Special Scientific Interest, Public Open Space, and an Other Site of Nature Importance, and is within the Bushy Park Conservation Area.

The adopted Richmond Local Plan (2018) also designates the site as Locally Important Industrial Land and Business Park. Whilst a Policies Map has not been prepared to accompany the Local Plan, a new Policies Map will be prepared in due course to reflect these changes.

In May 2018, planning permission was granted at 63-71 High Street, Hampton Hill (ref: 16/4553/FUL), to the immediate east of the site for the redevelopment of the site to erect two buildings comprising between two to four storeys in height and consisting of 6 townhouses, 35 flats and two commercial units. In addition, permission was granted in June 2015 for the construction of four three-storey townhouses at land rear of 73-79 High Street, Hampton Hill, adjoining the site to the east. This permission has since been implemented and completed, and the approved dwellings contain private amenity space, in the form of balconies, to the rear and facing the application site.



Drawings of the approved scheme at 63-71 High Street (ref: 16/4553/FUL)



# 3.0 EXISTING EMPLOYMENT SITE



## 3.1 QUALITY, TYPE AND SIZE OF EMPLOYMENT SPACE

The existing buildings comprise a number of dated office and workshop units which have been built in a piece meal fashion over many years. Most being over 40 years old. There is currently around 63% vacancy on the site which is increased to 74% if the Atcost structure is disregarded. Many of the occupied units are let on very favourable terms including 3 months rolling breaks, with some tenants holding over. Those tenancies are allowed to continue on soft terms to provide some degree of onsite security and to mitigate rating liabilities.

The estate is made up of the following premises:

### St Clare House

This is a three storey office building, built in the late 1970's. It is divided into six suites, providing a total area 545 sq m (5,866 sq ft)\* of office accommodation. This building is currently vacant.

### Holly House

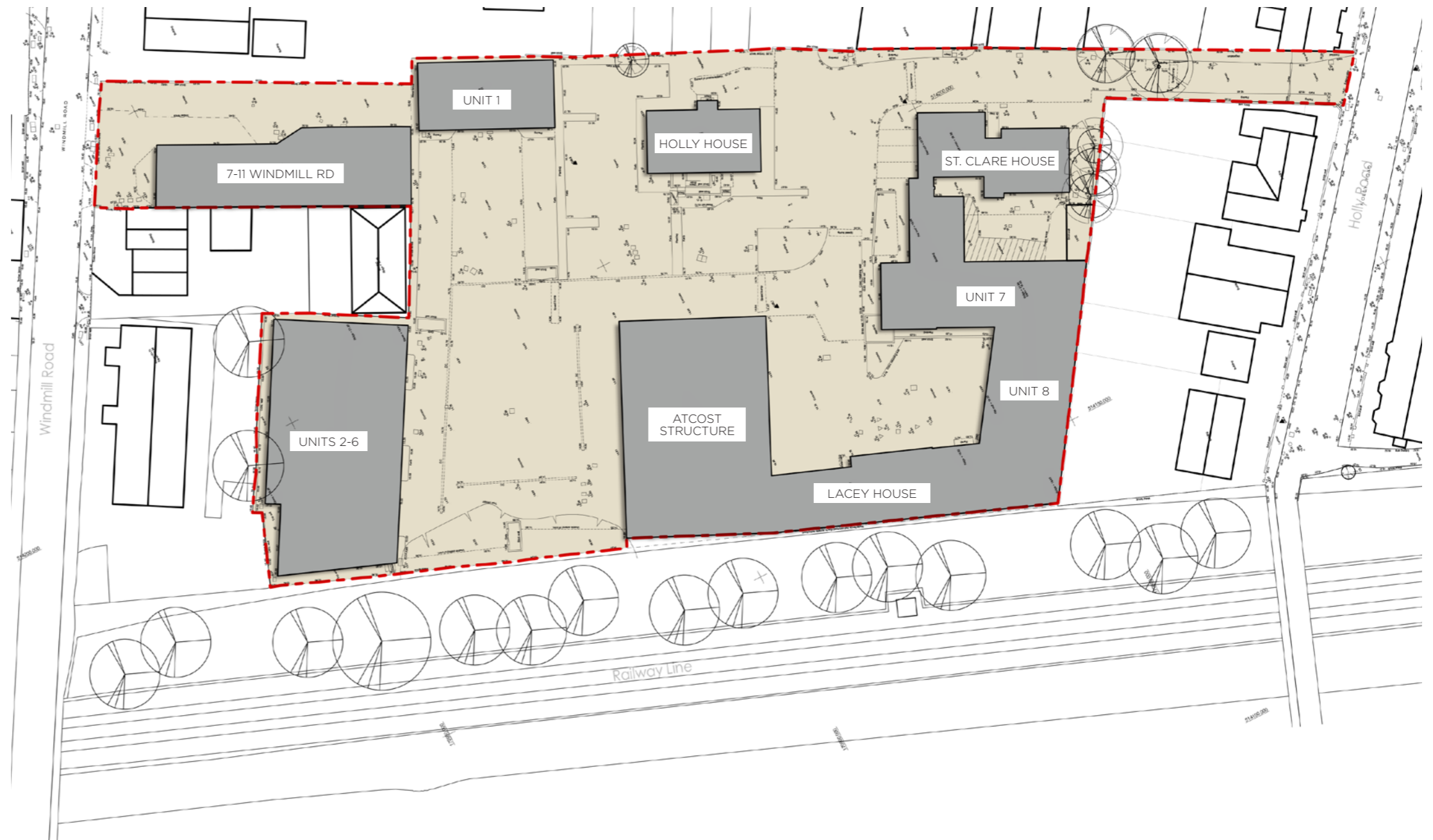
This building is a two storey office building, built in the early 1980's. This building provides 275.16 sq m (2,961 sq ft)\* of office accommodation but is currently vacant.

### Lacey House

This is a two storey building providing office accommodation. It was built in the early 1970's and provides 389.15 sq m (4,188 sq ft)\* of office accommodation. The building is currently vacant.

### Units 1-8, St Clare Business Park

Single storey terraced workshop units built in the 1970's and 1980's providing 1,521 sq m (16,372 sq ft)\* of workshop space. However, only three of the units, totalling 406 sq m (4,370 sq ft)\* are currently occupied.



### The Atcost Structure

This is a two bay open sided single storey concrete framed structure, which can only be used for covered storage purposes. It has no offices or services. The total area of this space is 656 sq m (7,061 sq ft)\*.

### 7-11, Windmill Road

The premises comprise a car sales and workshop building and extends to 412 sq m (4,434 sq ft)\*.

\* all area values GIA

### 3.1 QUALITY, TYPE AND SIZE OF EMPLOYMENT SPACE

**Please refer to the Employment Land Statement that accompanies this application.**

The existing buildings are not fit for purpose being economically and physically obsolete. Redevelopment solely for either office or industrial uses, or a combination of both is not viable.

More specifically there are the following conclusions in relation to the Application site:

- The site is not in a preferred location in Richmond or the market area for industrial uses
- The surrounding residential occupiers, narrow and congested access roads limits the site’s suitability for industrial or warehouse uses.
- There is unlikely to be any sufficient increase in take-up rates for the existing buildings over the coming years due to their poor quality. Indeed demand will continue to decline. The present vacancy rate on the site is 63%, or 74% if the open sided ‘Atcost’ structure is ignored.
- It has clearly been demonstrated that this is not a key estate in Richmond’s portfolio of estates and this is supported by the Councils own consultants (Peter Brett) in their 2013 report.
- The redevelopment of the site for a residential led mixed use scheme will have no adverse implications for the continued operations of the other employment sites in the area.

- In policy terms major new employment development should be directed towards Richmond and Twickenham centres.
- The application proposal will deliver new high quality and flexible business space. This space will meet the needs of smaller occupiers, start-up businesses and co-workers. This meets the expectations of Policy LP40 (4).
- The proposed mixed use scheme will be more compatible with the existing context of the site.
- Identifying the B uses on this site is not practical nor could this be achieved in the real world.
- A larger quantum of jobs will be created in the new ‘B’ space compared to the current position.

We recognise that the Council would prefer the proposed scheme to provide the same quantum of floorspace. However, the Employment Land Statement considers that the Atcost building should be excluded from this total due to the nature of the unit and the fact it is in essence an open sided structure which is of no use to the majority of occupiers. Once this area is disregarded, the loss of commercial floorspace is minimal.

In conclusion there is no reasonable prospect of this site being fully occupied if left in its current form and it cannot be redeveloped given the lack of viability. As a result, the most feasible option is a mixed-use scheme.

Unit	Area (sq m)	Vacant	Use
St Clare House	545	Yes	B1(a)
Unit 1	172	No	B1(c)
Unit 2	117	No	B1(c)
Unit 3	117	Yes	B1(c)
Unit 4	117	No	B1(c)
Unit 5	117	Yes	B1(c)
Unit 6	142	Yes	B1(c)
Unit 7	350	Yes	B1(c)
Unit 8	389	Yes	B8
Holly House	275	Yes	B1(a)
Lacey House	389	Yes	B1(a)
Atcost*	656*	No	B8
Windmill Rd	412	No	B2
<b>Total B1a</b>	<b>1209</b>		
<b>Total B1c</b>	<b>1132</b>		
<b>Total B2</b>	<b>412</b>		
<b>Total B8</b>	<b>389</b>		
<b>Total</b>	<b>3,142</b>		

\* excluded as a covered external area

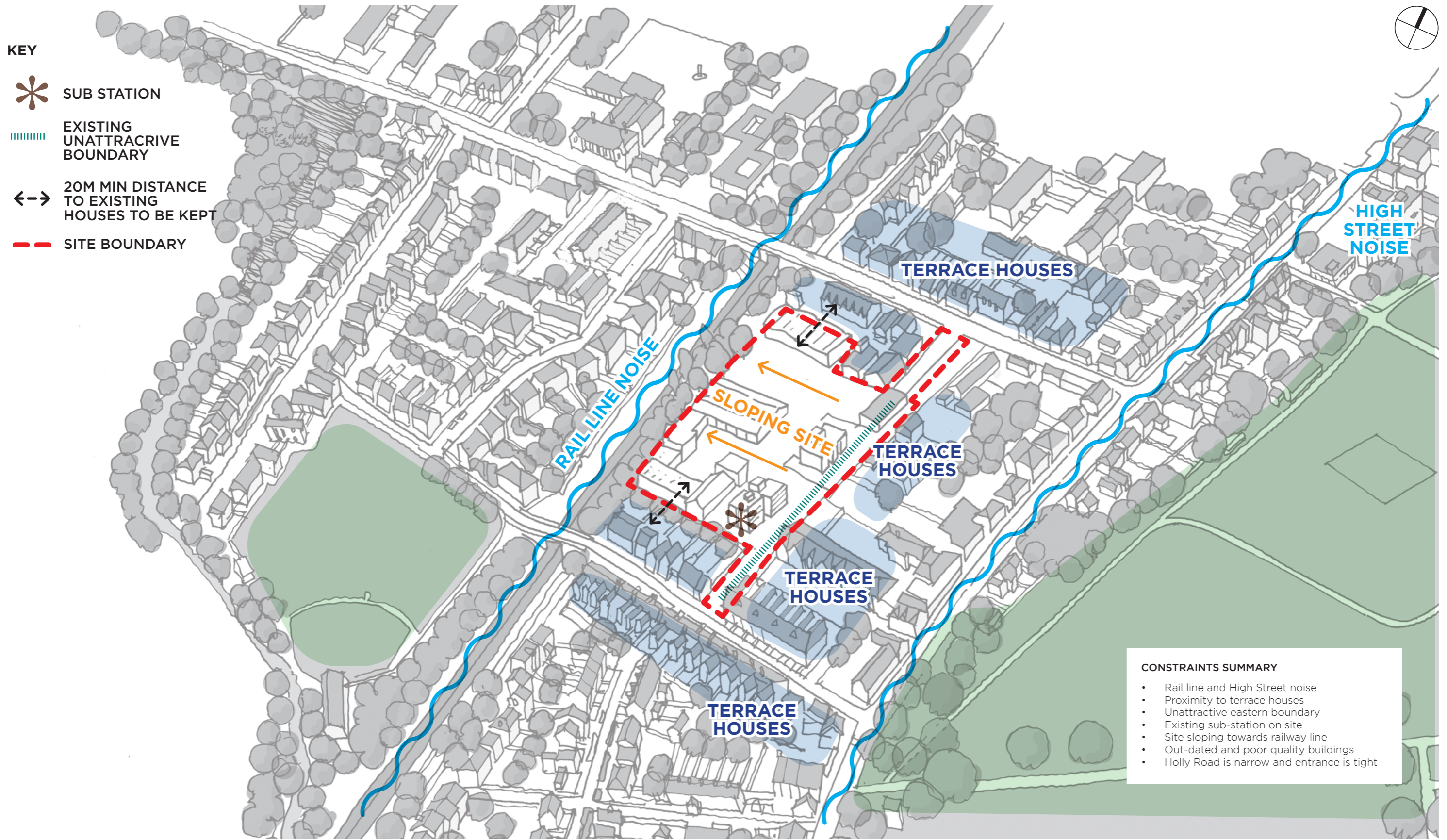


# 4.0 DESIGN EVOLUTION

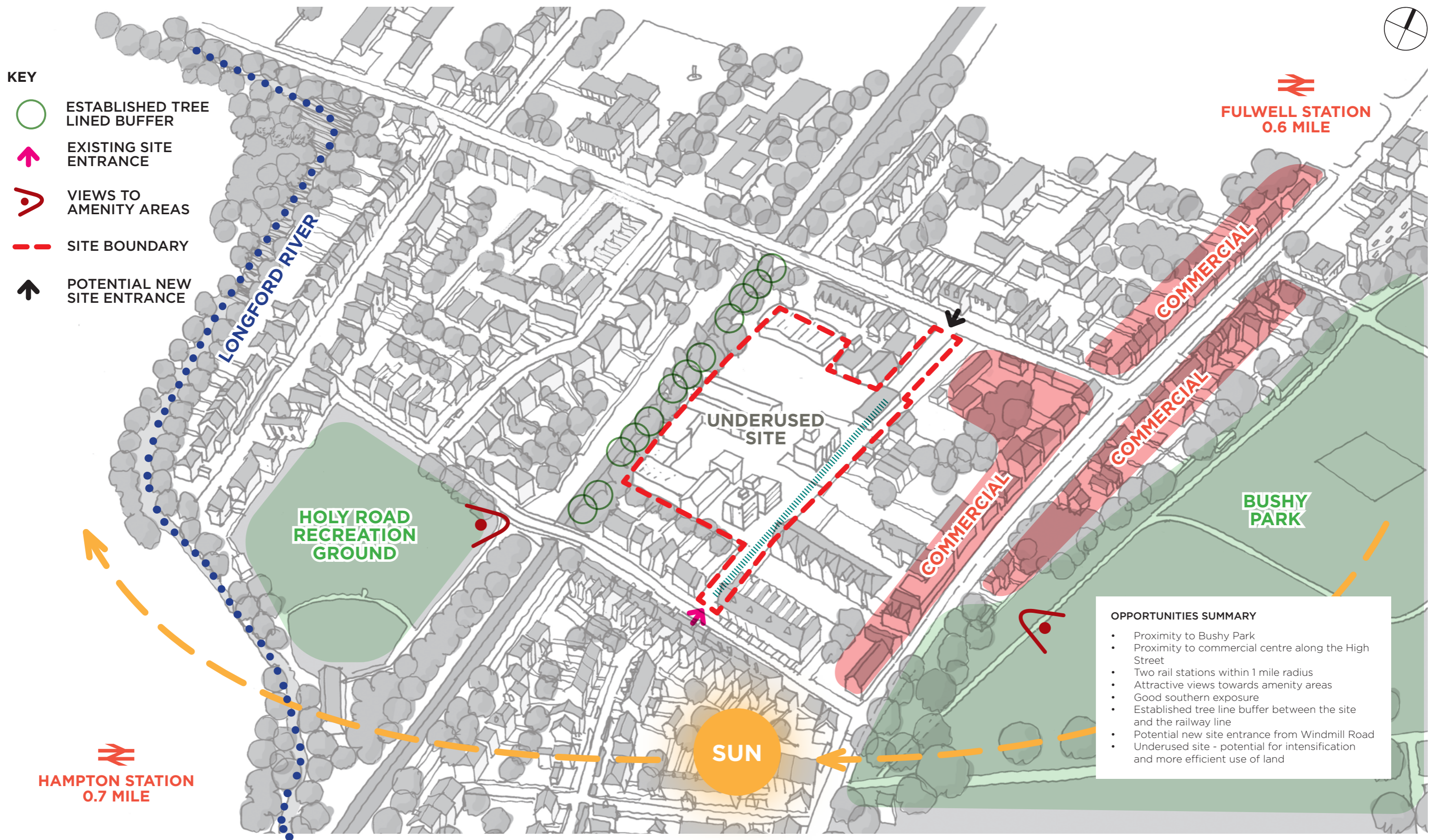




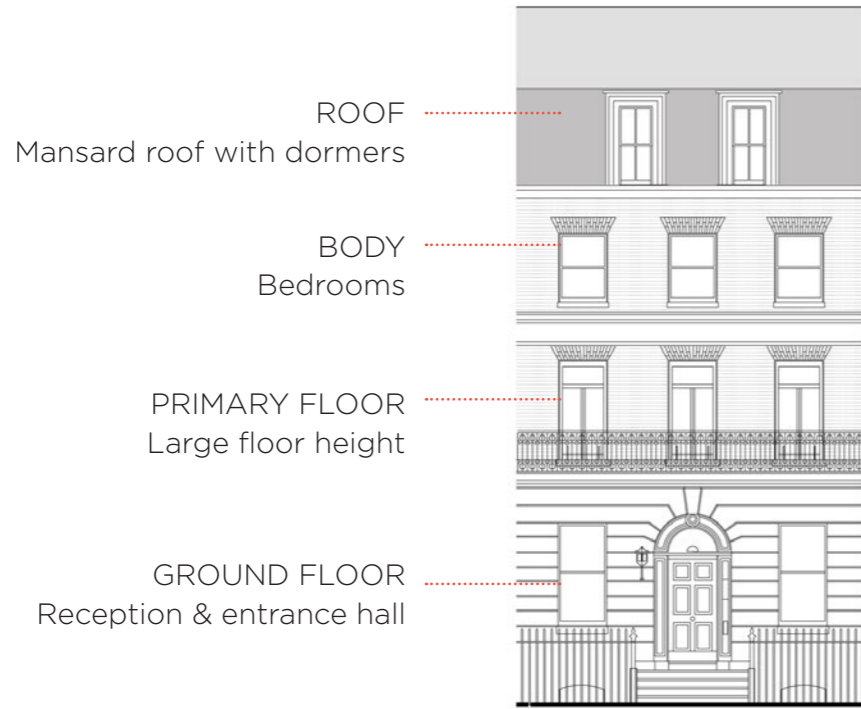
# 4.1 CONSTRAINTS



## 4.2 OPPORTUNITIES



# 4.3 PRECEDENTS AND INSPIRATION



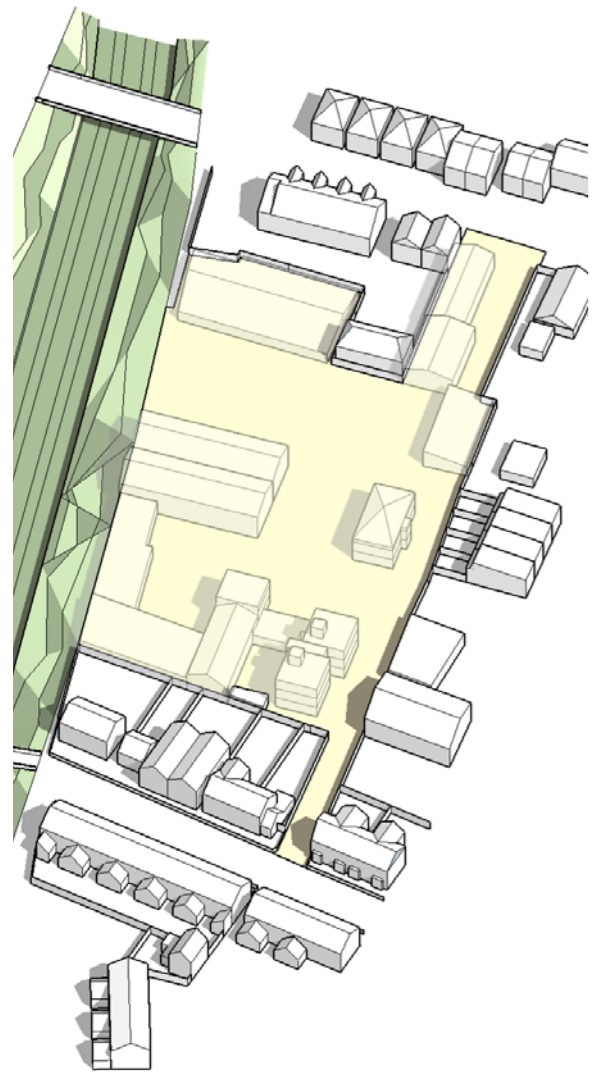
TRADITIONAL LONDON VERNACULAR



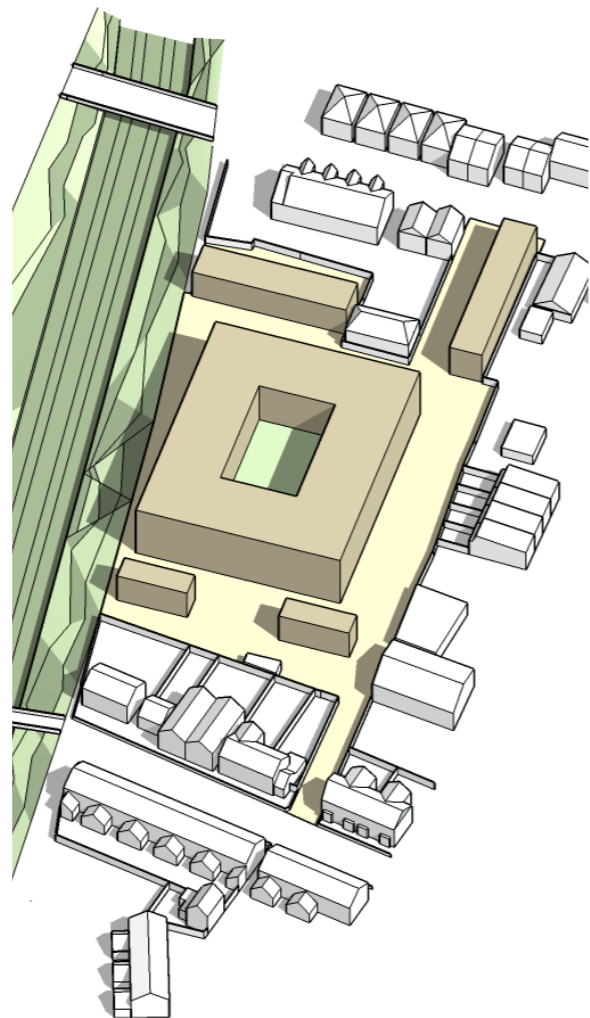
CONTEMPORARY ELEVATION STUDY



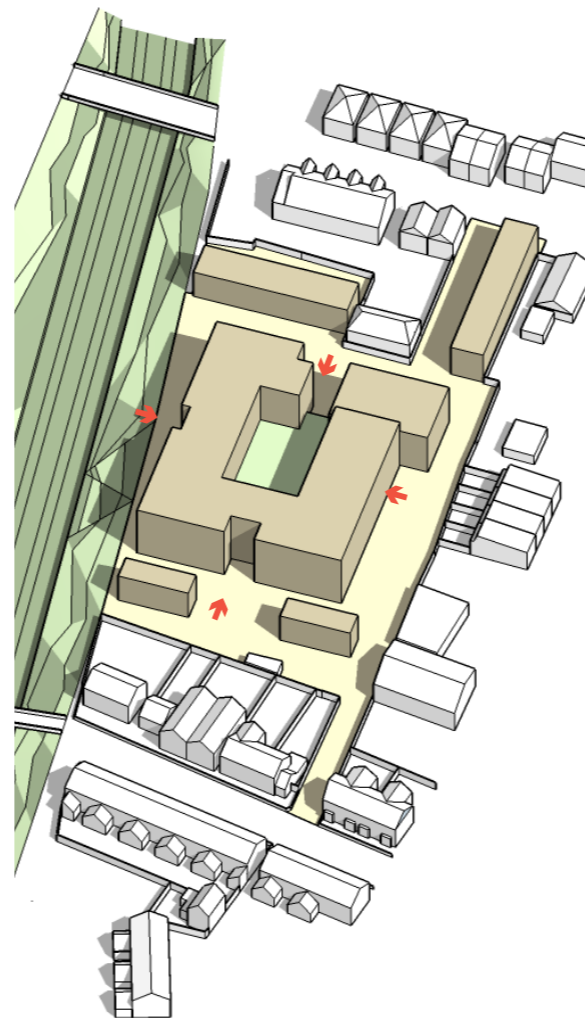
# 4.4 MASSING EVOLUTION



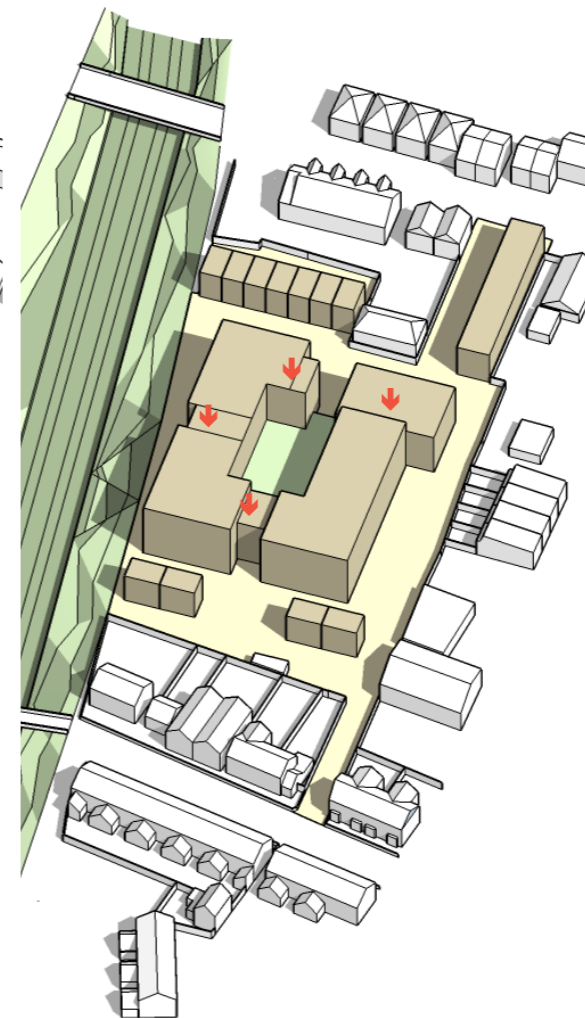
**1**  
Existing condition



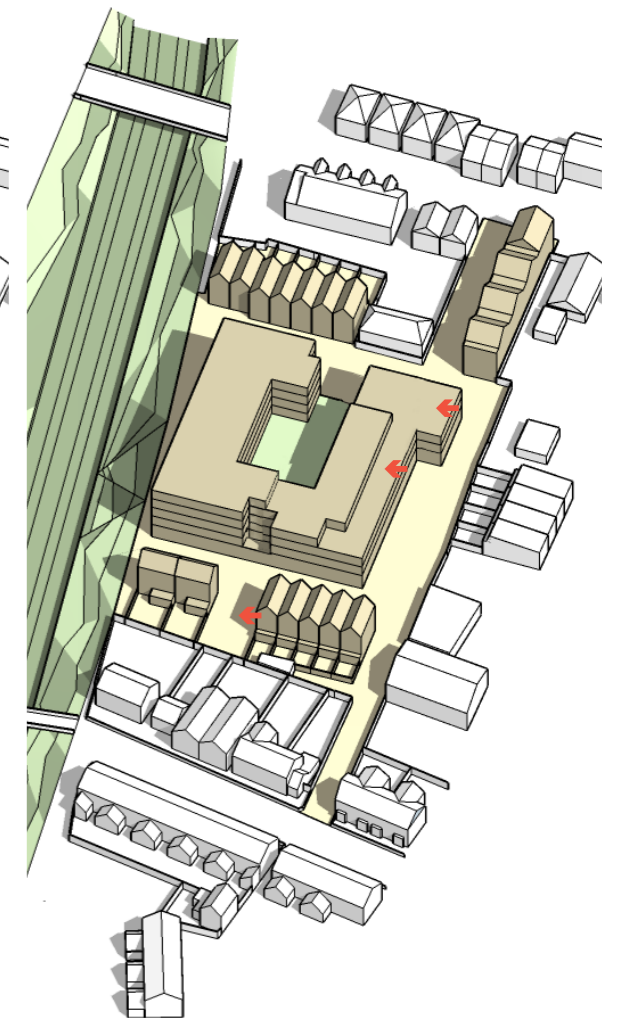
**2**  
Main elements defined



**3**  
Large volume broken up  
to reduce visual impact



**4**  
Heights adjusted in response  
to site conditions



**5**  
Recesses introduced;  
Final proposed form

# 4.5 PRE-APPLICATION DISCUSSIONS

January 2018



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

March 2018



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

May 2018



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

First pre-app consultation  
January 2018



First public consultation  
March 2018



Second pre-app consultation  
May 2018



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

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

# 4.5 PRE-APPLICATION DISCUSSIONS

February 2019



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

March 2019



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

July 2019 - Submitted proposal



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



SEE SECTION 4.7

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

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

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

## 4.6 COMMUNITY INVOLVEMENT

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

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

The consultation took place in four phases:

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

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

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

## KEY STATISTICS



Selected presentation boards from March 2019 public consultation event.

## 4.6 COMMUNITY INVOLVEMENT

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

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

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

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

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

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

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

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

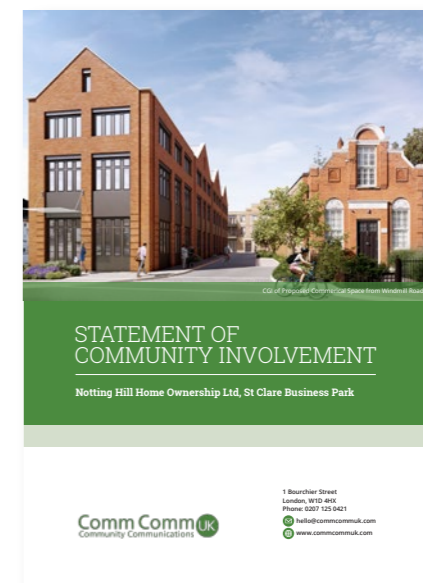
**For more details, refer to June 2022 Statement of Community Involvement.**



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



Video recording of the 8 June 2022 webinar



June 2022 Statement of Community Involvement.

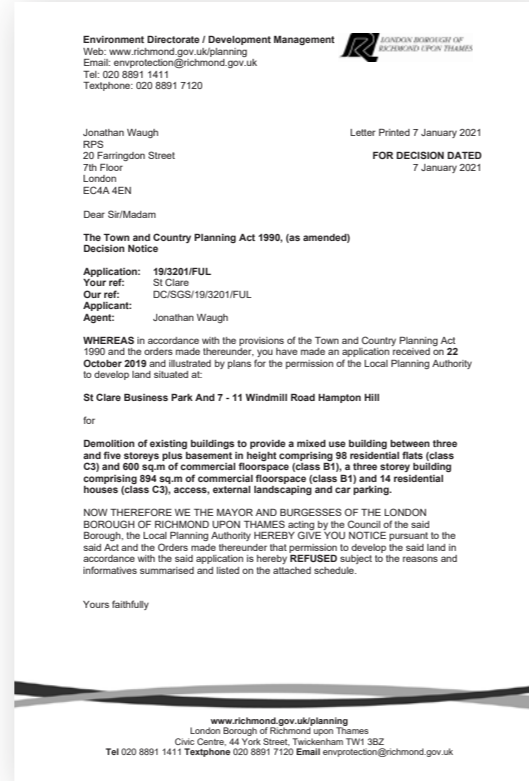


# 4.7 WORKING TOWARDS NEW APPLICATION

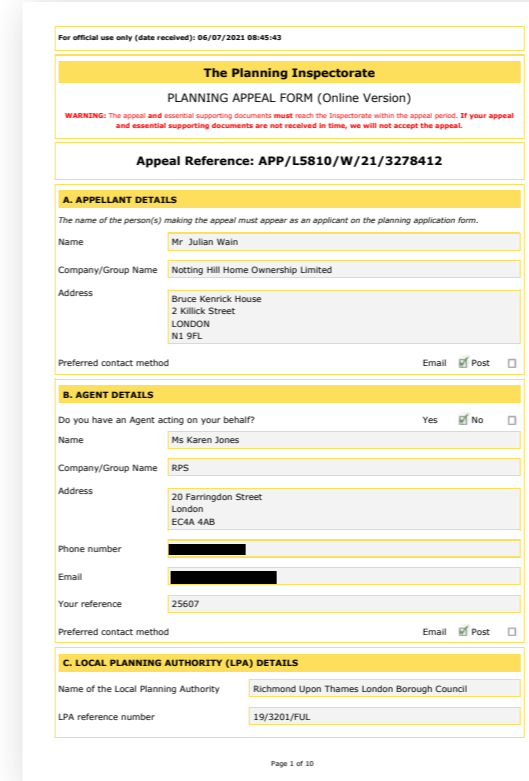
July 2019



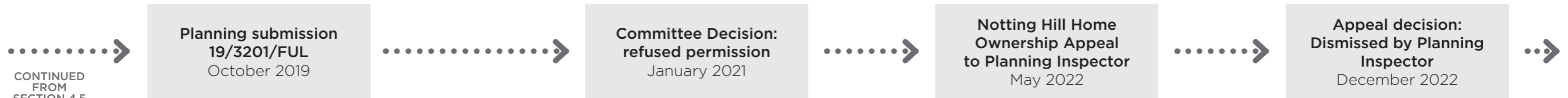
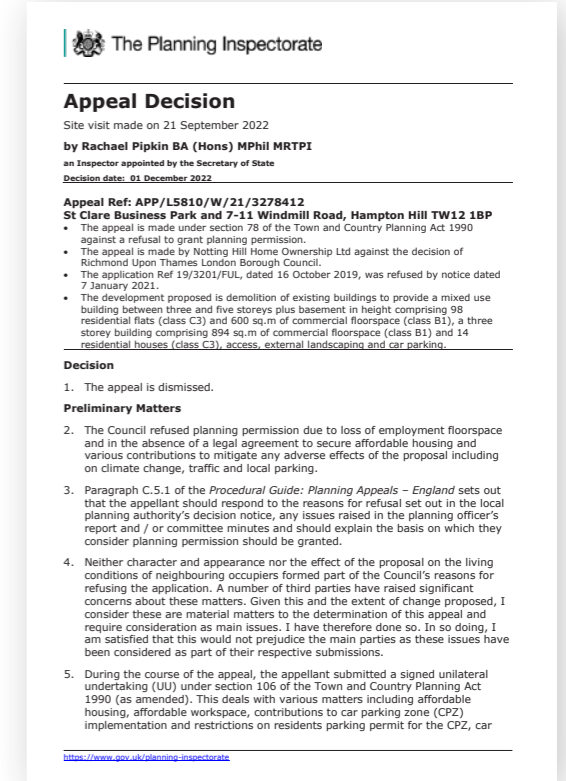
January 2021



May 2022

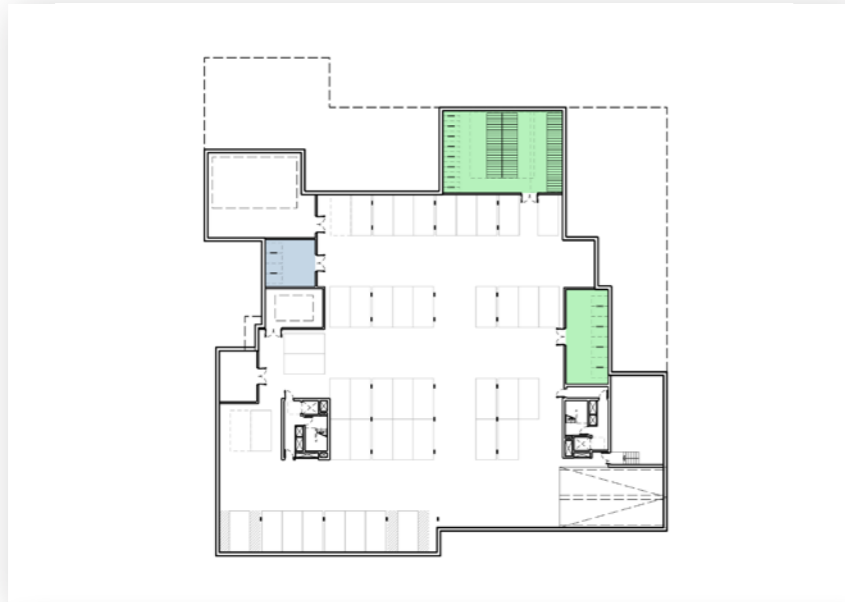


December 2022

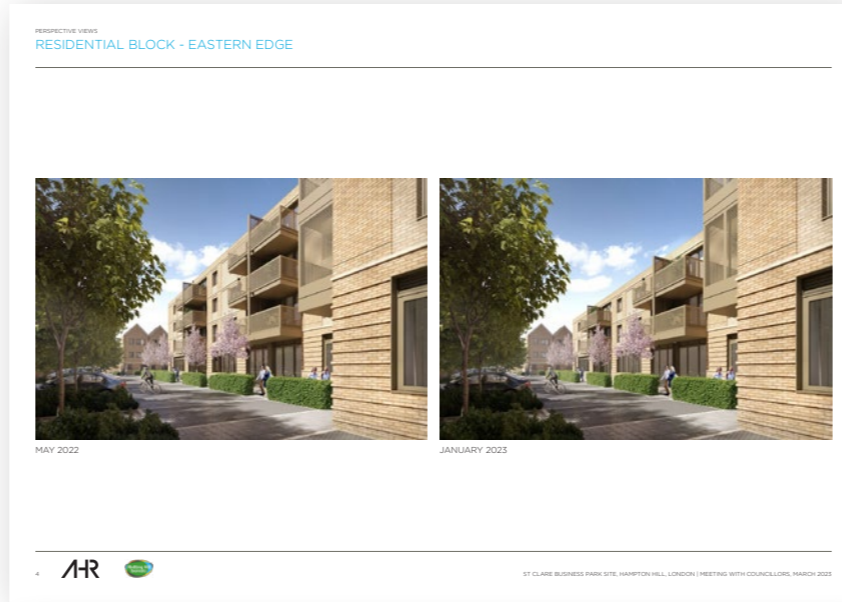


# 4.7 WORKING TOWARDS NEW APPLICATION

July 2022



March 2023



April 2023 - Submitted proposal

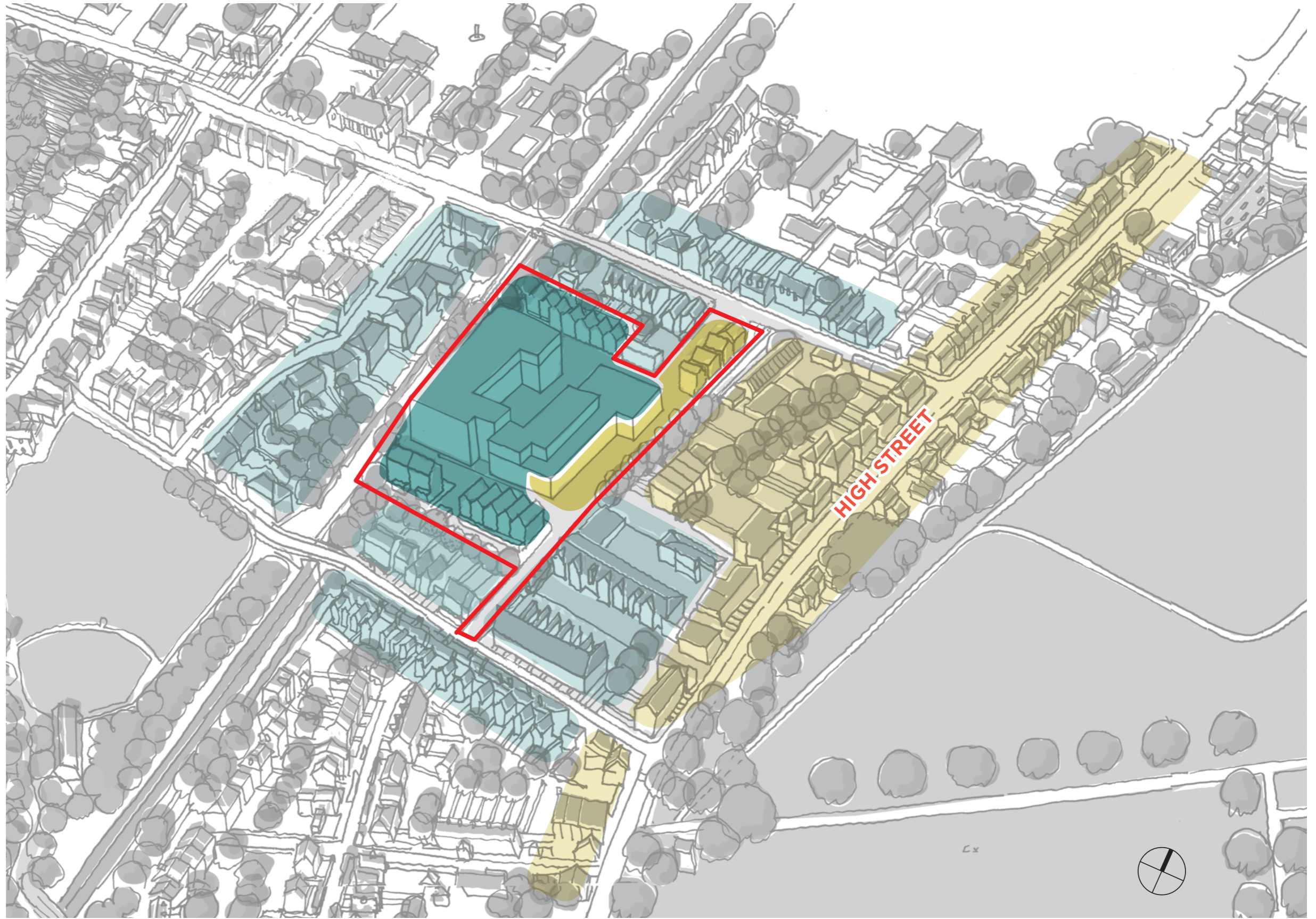




# 5.0 PROPOSED DEVELOPMENT





# 5.1 USAGE DIAGRAM



**KEY**

**EXISTING**

-  COMMERCIAL USE
-  RESIDENTIAL USE

**PROPOSED**

-  COMMERCIAL USE
-  RESIDENTIAL USE
-  SITE BOUNDARY