



CGI of Proposed Commercial Space from Windmill Road

# STATEMENT OF COMMUNITY INVOLVEMENT ADDENDUM St Clare Business Park, Hampton Hill

28 April 2023

Prepared for Notting Hill Home Ownership Ltd  
By Comm Comm UK

## Executive Summary

This Addendum to the Statement of Community Involvement (SCI) has been prepared by Comm Comm UK on 28 April 2023 on behalf of Notting Hill Home Ownership Ltd, a subsidiary of Notting Hill Genesis (“The Applicant”) as part of a planning application to the London Borough of Richmond upon Thames.

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 (19/3201/FUL). Community engagement recommenced in May 2022 for the updated scheme that was submitted in June 2022 (22/2204/FUL).

Following the decision by the Planning Inspectorate in December 2022 to uphold the decision made by the London Borough of Richmond upon Thames's Planning Committee to refuse the planning application for St Clare Business Park, which was originally submitted in 2019, the Applicant has reviewed the reasons for refusal in detail. The applicant has made some fundamental changes to the proposed scheme to address the comments made and has prepared an amendment to the planning application.

This SCI addendum has been prepared to outline how the revised proposals have been shared with stakeholders and members of the public. It should be read alongside the SCI that was submitted as part of the planning application in June 2022 (22/2204/FUL).

## Consultation timeline

16 March 2023	Project Team meeting with Ward Councillors
28 April 2023	Online Exhibition live on <a href="http://www.stclarenhh.co.uk">www.stclarenhh.co.uk</a> detailing the changes made to the proposed scheme that is being submitted as an amendment to the planning application
28 April 2023	Email updates sent to political and community stakeholders, and all those on the email updates list inviting them to view the online exhibition
29 April 2023	1,099 A5 flyers hand-delivered to the local community informing them of the online exhibition.

## Consultation Materials

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

### Invitation Flyers

1,099 Invitation flyers will be hand-delivered to the local community on 29 April 2023 to invite the local community to view the online exhibition to see the changes that have been made to the proposed scheme. A contact email address, telephone number and website URL are provided for residents to get in touch with any queries.

The flyer and map of the distribution area can be found in Appendix A and Appendix B.



*Fig 1: Flyer for online exhibition  
28 April 2023*

### Email updates

Email updates were sent to political and community stakeholders on 28 April 2023. The email gave an update on the scheme, informing the recipient that changes had been made and included a link to the online exhibition so that they could view the revised proposals. Emails were also sent to all those who had signed up for updates during the previous consultations.

### Website

The website [www.stclarenhh.co.uk](http://www.stclarenhh.co.uk), which had been launched in March 2018 was updated on 28 April 2023 with a new page: Online Exhibition April 2023. The website also contains details of the site, an introduction to the team and information on how to contact them as well as downloads of previous consultation material and newsletters.

### Online Exhibition, April 2023

The online exhibition includes an introduction and overview of the site for those who may not be familiar with the proposals from previous consultation events.

The exhibition has sections with information on:

- Welcome
- Notting Hill Genesis
  - Introduction
  - Our Mission at St Clare
  - The Site
- Proposals
- Changes made to the 2022 Application
- CGIs showing the changes, with before and after comparisons

- Overviews on:
  - Design approach
  - New Homes
  - Commercial Space
  - Landscaping and Sustainability

Pages from the online exhibition are available to view in Appendix C

## Stakeholder Meetings

### Meeting with Ward Councillors for Fulwell and Hampton Hill, Thursday 16 March 2023

Members of the team met with the ward councillors for Fulwell and Hampton Hill Cllr Jonathan Cardy and Cllr Matthew Hull as well as the planning officer Simon Graham-Smith to discuss the changes that have been made to the proposed scheme at St Clare Business Park.

The team gave an overview of the site's recent planning history and presented the updated scheme showing before and after CGI images of the changes, which included a reduction in height to elevations and a reduction in the number of homes.

The Councillors felt that the reduction in height and traffic impact were steps in the right direction. Discussions were had regarding sustainability and the improved energy strategy, parking allocations, cycle parking and deliveries/service bays.

## Appendices

### Appendix A: Flyer sent to promote Online Exhibition

CGI of proposed commercial space from Windmill Road

## Online Exhibition

**Notting Hill Genesis invites you to view an online exhibition so that we can share our updated proposals for the redevelopment of St Clare Business Park on Holly Road, Hampton Hill.**

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

Following our previous webinar in June 2022, we have made some fundamental changes to the scheme 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



Please visit our website

**www.stclarenhh.co.uk**

to view our new proposals.



### Appendix B: Distribution Area of flyer

**Additional info**

St Clare update flyer April 2023

PO Number (Optional)

Tick to add GPS tracking your job

**Your quote**

Job ref: St Clare update flyer April 2023  
Job #: 76989  
Cost: £330.16  
VAT: £66.03  
**Total: £396.19**

## Appendix C: Screenshots from the Online Exhibition

### WELCOME TO NOTTING HILL GENESIS' ONLINE EXHIBITION APRIL 2023

In December 2022, the Planning Inspectorate upheld the decision made by the London Borough of Richmond upon Thames' Planning Committee to refuse the planning application for St Clare Business Park which was originally submitted in 2019.

Notting Hill Genesis has reviewed the reasons for refusal in detail and has made some fundamental changes to the scheme to address comments made by the Planning Inspector and concerns raised by the local community.

We will be submitting an amendment to the planning application that has been submitted to the London Borough of Richmond upon Thames (ref 22/2204/FUL) in April 2023.

Please scroll down to view details and images of the proposals and changes that have been made to the scheme.

---

### NOTTING HILL GENESIS

Notting Hill Genesis is one of London's largest housing associations and registered provider of social housing; we manage more than 66,000 homes in London and the South East. Our primary purpose is to provide homes for lower-income households in and around London. More than half of our homes are general needs properties, charged at social or affordable rent levels. In addition, we provide Shared Ownership, private market sale and market rent, student accommodation, temporary housing, extra care and supported accommodation for older people, office space and retail units. To find out more about our range of products click [here](#).



We are passionate and experienced at developing successful communities that will thrive for generations to come. 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 MISSION AT ST CLARE

At St Clare, Notting Hill Genesis is committed to providing high-quality affordable homes that meet the needs of local people in the form of Shared Ownership and London Affordable Rent properties.

Our **Shared Ownership** homes will provide a chance for local residents to get on the property ladder and make buying their first home more affordable.

The **London Affordable Rented** homes will provide Richmond residents, who are on the Council's waiting list, with a low cost-rented home. Our low cost London Affordable Rent homes follow rents introduced by the Mayor of London in 2016. The rents are affordable to tenants who receive housing benefits.

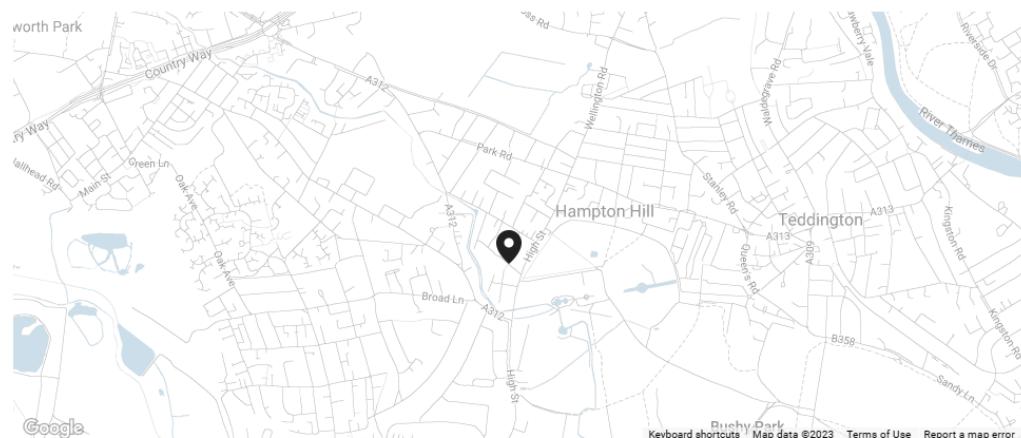
The scheme will also deliver **Market Sale** homes, priced at local values. The sale of the Market Sale homes will ensure we can deliver 35% affordable homes on-site.

We will maintain a long-term presence at St Clare, managing the new homes, commercial buildings and surrounding landscaped spaces.

## THE SITE



Click on the images above to view the existing St Clare Business Park.



## OUR PROPOSALS

Our proposed scheme will provide:

- 100 new homes, of which 35% will be affordable homes for Shared Ownership and London Affordable Rent and 65% will be for Market Sale
- 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
- 1885sqm 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.

## CHANGES MADE (TO 2022 APPLICATION)

The amendment to the planning application which is to be submitted in April 2023 includes the following changes:

- A reduction in height to the eastern element of the residential block
- A reduction in height to the commercial building on Windmill Road
- A reduction in homes from 112 to 100
- A reduction in affordable homes to 35% - 35 affordable homes (15 social rent and 20 shared ownership)
- Provision of c.1885sqm of commercial space – a reduction from the revised 2022 scheme but an increase to the original 2020 scheme.
- Removal of two external parking spaces on Holly Road side of the proposals
- Residential parking reduced to 83 spaces. Ratio of car parking spaces per home maintained at 0.83 spaces/home.

## CGIS SHOWING THE CHANGES TO THE PROPOSED SCHEME

Proposed view from within St Clare residential zone



May 2022

April 2023

Proposed view of the Commercial building and Windmill Road Entrance



May 2022

April 2023

Proposed view from Holly Road showing the new apartment building



May 2022

April 2023

[Please click here to view the site sections and elevations from the previous application and the current proposals](#) (opens in new page)

## ELEVATIONS

### DESIGN APPROACH

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

Design components and details are common through all the building types to ensure that the new scheme has its own character while complementing and respecting the local context.

### NEW HOMES

Of the new homes, there will be 14 townhouses and 86 apartments with a mix of one, two and three bedrooms. Use of local yellow brick is proposed for the external elevations with decorative stone and detailing. The design follows similar principles to neighbouring homes on Holly Road and Windmill Road.

Each townhouse will have its own rear garden and all of the apartments will have private balconies.

### COMMERCIAL SPACE

We are proposing 1,885sqm/20,290sqft of flexible commercial space for office, research and workshop (light industry) uses. The new commercial space on Windmill Road takes its inspiration and complements the adjacent Library building. Brick detailing and windows have been developed to provide continuity with the streetscape.

A new high-quality entrance will also be created on Windmill Road for both vehicle and safe pedestrian access.

### LANDSCAPING AND SUSTAINABILITY

We will be applying a zero-carbon standard to the residential units. The total CO<sub>2</sub> reduction as a result of the energy efficiency measures across the development is 54% once renewable energy measures are incorporated, with a payment to the Council's carbon offset fund to cover the remaining 46% reduction. We are also aiming for a BREEAM Excellent rating for the commercial unit(s) to ensure it meets best practice standards."

### 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.

There will be demolition and excavation as part of the works due to the existing buildings on-site and the proposed undercroft car parking. All works will be subject to a Construction Management Plan. The Construction Management Plan aims to mitigate against any disturbance and nuisance caused by construction to neighbours of the site. Notting Hill Genesis will be working to a strict Construction Management Plan, which the community will be consulted on before works start on-site. The Construction Management Plan will also need approval from London Borough of Richmond upon Thames.

### COMMUNITY LIAISON GROUP

Throughout the planning process as well as during the build, we are keen to liaise with all our neighbours.

While the application is being considered by London Borough of Richmond upon Thames and other consultees, we want to start talking to the local community about what would happen next. We recognise that construction can be disruptive and the effects can be best managed when the process has been informed by the local community.

We are keen to establish a Community Liaison Group, made up of representatives of the local community, residents and businesses. This will allow for ongoing dialogue between Notting Hill Genesis and the local community during the construction process and beyond. If you are interested in being part of the Group or have any queries, please do get in touch.

## NEXT STEPS

We will be submitting an amendment to the planning application that has been submitted to the London Borough of Richmond upon Thames (ref 22/2204/FUL) in April 2023. This website will continue to be updated throughout the planning process and beyond.

---

## CONTACT US

Thank you for taking the time to read our April 2023 Online Exhibition. If you have any queries, please do get in contact with the project team via our consultants Comm Comm:

Contact: Tamsin Martin

Email: [tamsinh@commcommuk.com](mailto:tamsinh@commcommuk.com)

Telephone: 020 7125 0421

To sign-up for updates, register your details [here](#).





[www.nhgggroup.org.uk](http://www.nhgggroup.org.uk)

28 April 2023

Dear Neighbour

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

We are writing to you to inform you that Notting Hill Genesis has submitted an amendment to the planning application for the redevelopment of St Clare Business Park in Hampton Hill.

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.

In December 2022, the Planning Inspectorate upheld the decision made by the London Borough of Richmond upon Thames' Planning Committee to refuse the planning application for St Clare Business Park which was originally submitted in 2019.

Notting Hill Genesis has reviewed the reasons for refusal in detail and has made some fundamental changes to the scheme to address comments made by the Planning Inspector and concerns raised by the local community.

We will be submitting an amendment to the planning application that has been submitted to the London Borough of Richmond upon Thames on 28 April 2023. (Reference: 22/2204/FUL)

Please visit [www.stclarenhh.com](http://www.stclarenhh.com) to see an online exhibition of the updated design proposals and changes that have been made.

If you have any queries, please contact Tamsin Hartin at Comm Comm UK on 020 7125 0421 or email [tamsinh@commcommuk.com](mailto:tamsinh@commcommuk.com).

Yours sincerely

Julian Wain, Assistant Planning Director  
Notting Hill Genesis

Notting Hill Genesis      Phone 020 3815 0000  
Bruce Kenrick House      Fax 020 3815 0005  
2 Killick St, London, N1 9FL      Email [info@nhhg.org.uk](mailto:info@nhhg.org.uk)