



Stag Brewery, Mortlake

Outline Car Park Management Plan

For Reselton Properties

March 2022



Document Control Sheet

Project Name: Stag Brewery, Mortlake

Project Ref: 38262

Report Title: Outline Car Park Management Plan

Doc Ref: Rev B

Date: March 2022

	Name	Position	Signature	Date
Prepared by:	Olohije Akpengbe	Graduate Transport Planner	O Akpengbe	January 2022
Reviewed by:	Peter Wadey	Associate	P Wadey	January 2022
Approved by:	Greg Callaghan	Director	G Callaghan	January 2022

For and on behalf of Stantec UK Limited

Revisi	on Date	Description	Prepared	Reviewed	Approved
А	Jan 2022	Update following comments from Gerald Eve	OA	PW	GC
В	Feb 2022	Update following amendments to Buildings 10, 18 and 19	OA	PW	GC

This report has been prepared by Stantec UK Limited ('Stantec') on behalf of its client to whom this report is addressed ('Client') in connection with the project described in this report and takes into account the Client's particular instructions and requirements. This report was prepared in accordance with the professional services appointment under which Stantec was appointed by its Client. This report is not intended for and should not be relied on by any third party (i.e. parties other than the Client). Stantec accepts no duty or responsibility (including in negligence) to any party other than the Client and disclaims all liability of any nature whatsoever to any such party in respect of this report.



Contents

1	Intro	Introduction				
	1.1	Background	1			
	1.2	Planning History	2			
	1.3	Context	4			
2	Detai	ails of Parking	6			
3	Prop	oosed Parking Management Plan	9			
	3.1	Objectives	9			
	3.2	Increase of Disabled Parking Demand	12			
Figu	ures					
Figure	e 1-1: Si	Site Location	4			
Figure	e 2-1: A	Access Points and Car Park Entrances	6			
_		Vestern Car Park Layout	0			

Appendices

Appendix A Car Park Layout

Appendix B Increase in Disabled Parking Demand Layout



Inis page is intentionally blank



1

1 Introduction

1.1 Background

- 1.1.1 This Outline Car Park Management Plan has been prepared by Stantec on behalf of Reselton Properties Limited ("the Applicant") in support of two linked planning applications ("the Applications") for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake ("the Site") within the London Borough of Richmond upon Thames (LBRuT).
- 1.1.2 A summary of the Applications is set out below:
 - Application A "Hybrid application to include the demolition of existing buildings to allow for comprehensive phased redevelopment of the site:

Planning permission is sought in detail for works to the east side of Ship Lane which comprise:

- a) Demolition of existing buildings (except the Maltings and the façade of the Bottling Plant and former Hotel), walls, associated structures, site clearance and groundworks.
- b) Alterations and extensions to existing buildings and erection of buildings varying in height from 3 to 9 storeys plus a basement of one to two storeys below ground.
- c) Residential apartments
- d) Flexible use floorspace for:
 - Retail, financial and professional services, café/restaurant and drinking establishment uses
 - ii. Offices
 - iii. Non-residential institutions and community use
 - iv. Boathouse
- e) Hotel / public house with accommodation
- f) Cinema
- g) Offices
- h) New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works
- i) Provision of on-site cycle, vehicle and servicing parking at surface and basement level
- j) Provision of public open space, amenity and play space and landscaping
- k) Flood defence and towpath works
- Installation of plant and energy equipment

Planning permission is also sought in outline with all matters reserved for works to the west of Ship Lane which comprise:

- a) The erection of a single storey basement and buildings varying in height from 3 to 8 storeys
- b) Residential development
- c) Provision of on-site cycle, vehicle and servicing parking
- d) Provision of public open space, amenity and play space and landscaping
- e) New pedestrian, vehicle and cycle accesses and internal routes, and associated highways works"
- Application B "Detailed planning permission for the erection of a three-storey building to provide a new secondary school with sixth form; sports pitch with floodlighting, external MUGA and play space; and associated external works including landscaping, car and cycle parking, new access routes and other associated works"



- 1.1.3 Together, Applications A and B described above comprise the 'Proposed Development'.
- 1.1.4 In addition to this TA, the Planning Application is accompanied by a Framework Delivery & Servicing Plan, Waste Management Plan, Car Park Management Plan and Travel Plans, which should be read in conjunction with this document.

1.2 Planning History

- 1.2.1 The current applications follow earlier planning applications which were refused by the Greater London Authority and the GLA. The refused applications were for:
 - Application A hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site consisting of:
 - Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
 - Application B detailed planning application for the school (on land to the west of Ship Lane).
 - Application C detailed planning application for highways and landscape works at Chalkers Corner.
- 1.2.2 The LBRuT (the Council) resolved to grant planning permission for Applications A and B but refuse Application C.
- 1.2.3 Following the LBRuT's resolution to approve the Applications A and B, the Mayor called-in the Applications and became the determining authority. The Mayor's reasons for calling in the Applications were set out in his Stage II letter (dated 4 May 2020) but specifically related to concerns regarding what he considered was a low percentage of affordable housing being proposed for the Site and the need to secure a highways solution for the scheme following the LBRuT's refusal of Application C.
- 1.2.4 Working with the Mayor's team, the Applicant sought to meaningfully respond to the Mayor's concerns on the Applications. A summary of the revisions to the scheme made and submitted to the GLA in July 2020 is as follows:
 - Increase in residential unit provision from up to 813 units to up to 1,250 units;
 - Increase in affordable housing provision from (up to) 17%, to 30%;
 - Increase in height for some buildings of up to three storeys;
 - Change to the layout of Blocks 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
 - Reduction in the size of the western basement, resulting in an overall car parking spaces reduction of 186 spaces and introduction of an additional basement storey under Block 1;
 - Internal layout changes and removal of the nursing home and assisted living in Development Area 2;
 - Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and



- Alternative options to Chalkers Corner, in order to mitigate traffic impacts through works to highway land only and allow the withdrawal of Application C.
- 1.2.5 The application was amended to reflect these changes.
- 1.2.6 Notwithstanding this, and despite GLA officers recommending approval, the Mayor refused the applications in August 2021.
- 1.2.7 The Mayor's reasons for refusal in respect of Application A were:
 - height, bulk and mass, which would result in an unduly obtrusive and discordant form of development in this 'arcadian' setting which would be harmful to the townscape, character and appearance of the surrounding area;
 - heritage impact. The proposals, by reason of its height, scale, bulk and massing would result in less than substantial harm to the significance of several listed buildings and conservation areas in the vicinity. The Mayor considered that the less than substantial harm was not clearly and convincingly outweighed by the public benefits, including Affordable Housing, that the proposals would deliver;
 - neighbouring amenity issues. The proposal, by reason of the excessive bulk, scale and siting of Building 20 and 21 in close proximity to the rear of neighbouring residential properties in Parliament Mews and the rear gardens of properties on Thames Bank, would result in an unacceptable overbearing an unneighbourly impact, including direct overlooking of private amenity spaces. The measures in the Design Code would not sufficiently mitigate these impacts; and
 - no section 106 agreement in place.
- 1.2.8 Application B was also refused because it is intrinsically linked with Application A and therefore could not be bought forward in isolation.

The Proposed New Scheme

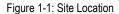
- 1.2.9 This 3rd iteration of the scheme seeks to respond directly to the Mayors reasons for refusal and in doing so also addresses number of the concerns raised by the LBRuT.
- 1.2.10 The amendments can be summarised as follows:
 - A revised energy strategy is proposed in order to address the London Plan (2021) requirements;
 - Several residential blocks have been reduced in height to better respond to the listed buildings along the Thames riverfront and to respect the setting of the Maltings building, identified as a Building of Townscape Merit (BTM) by the LBRuT;
 - Reconfiguration of layout of Buildings 20 and 21 has been undertaken to provide lower rise buildings to better respond to the listed buildings along the Thames riverfront; and
 - Chalkers Corner light highways mitigation works.
- 1.2.11 The school proposals (submitted under 'Application B') are unchanged. The Applicant acknowledges LBRuT's identified need for a secondary school at the Site and the applications continue to support the delivery of a school. It is expected that the principles to be agreed under the draft Community Use Agreement (CUA) will be the same as those associated with the refused school application (LBRuT ref: 18/0548/FUL, GLA ref: GLA/4172a/07)..

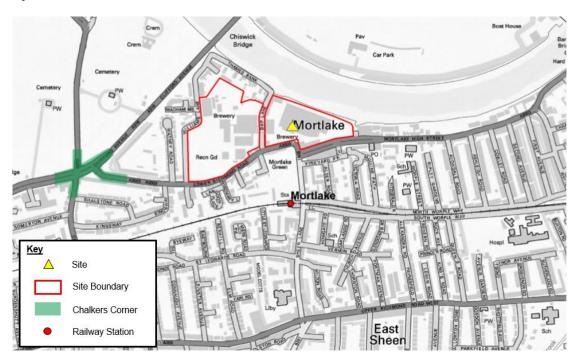


1.2.12 Overall, it is considered that together, the Applications respond successfully to the concerns raised by the GLA which also reflect some of the concerns raised by stakeholders in respect of the previous schemes and during pre-application discussions on the revised Proposed Development. As a result, it is considered that the scheme now represents a balanced development that delivers the principle LBRuT objectives from the Site.

1.3 Context

- 1.3.1 The former Stag Brewery Site is bounded by Lower Richmond Road to the south, the River Thames and the Thames Bank to the north, Williams Lane to the west and Bulls Alley (off Mortlake High Street) to the east. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large-scale industrial brewing structures, large areas of hardstanding and playing fields.
- 1.3.2 The location of the site is illustrated in Figure 1-1





- 1.3.3 The proposed redevelopment will provide homes (including affordable homes), complementary commercial uses, community facilities, a new secondary school alongside new open and green spaces throughout. Associated highway improvements are also proposed, which include works at Chalkers Corner junction.
- 1.3.4 The CPMP only relates to the Residential and Commercial since it is considered that the school will be responsible for managing its own on-site parking which in any case is limited to just 15 spaces and so does not merit any detailed parking management arrangements.
- 1.3.5 It is anticipated that a detailed CPMP will need to be agreed prior to the first occupation of the development and that this will be secured by way of a Planning Condition.
- 1.3.6 The remainder of the document is set out as follows:
 - Chapter 2 sets out the detailed car parking proposals, including number of spaces, their allocation between the different uses, their location and general means of access; and



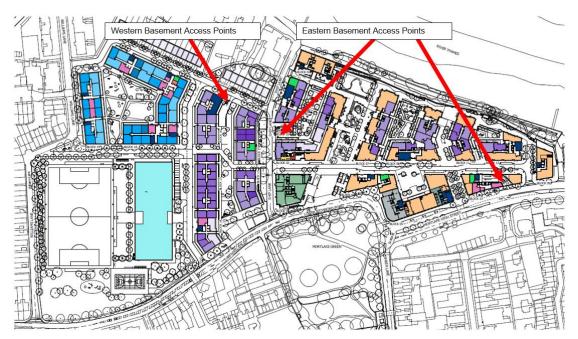
■ Chapter 3 identifies the main elements of the CPMP and the key principles that will guide the final plan which will need to be approved by the Council.



2 Details of Parking

- 2.1.1 The TA sets out full details of the proposed parking to support the proposed development and the associated parking strategy that will guide the use of this parking.
- 2.1.2 The parking strategy for the Site seeks to provide an appropriate balance between ensuring that not too much parking is provided such that parking availability would encourage residents and visitors to use a car as the mode of first choice and providing too little with a potential for parking associated with the development to overspill onto the surrounding residential streets. The proposed parking provision for both the residential and non-residential elements of the development has been calculated in accordance with the standards set out by LBRuT, TFL and the GLA. The proposed parking provision is below the maximum LBRuT standards and with less residential parking than proposed within the Planning Brief.
- 2.1.3 The parking for the Site will essentially be provided within two underground car parks, one to the east of Ship Lane serving the development within the detailed application, and one to the west serving the private housing within the Outline application. Parking for the school is provided within the school plot. Figure 2-1 identifies the location of the two car parks and the three entrances. A copy of the car park layouts is provided in Appendix A.





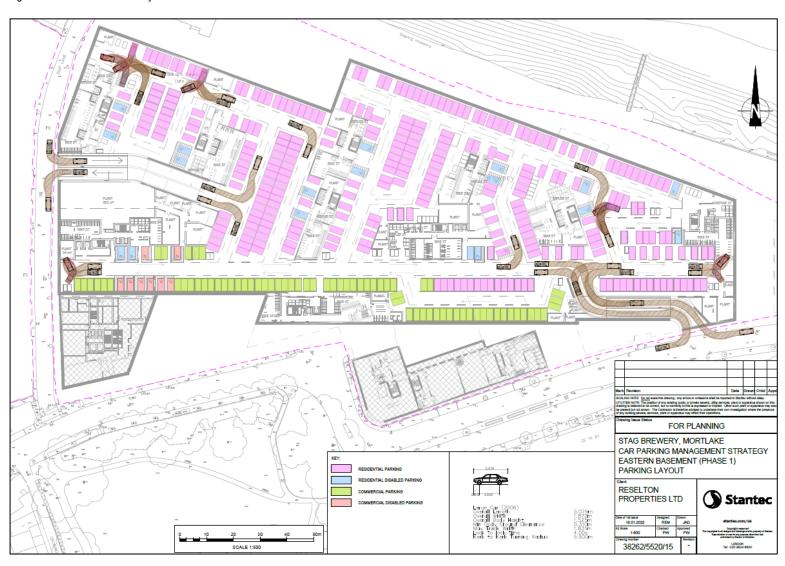
2.1.4 Overall, a total of 408 parking spaces are proposed within the Eastern car park. Figure 2-2 shows the layout proposed for the car park which provides the following:

Residential Parking Spaces - 330 (18 Disabled spaces)

• Non-Residential Spaces - 78 (8 Disabled)



Figure 2-2: Eastern Car Park Layout





- 2.1.5 As the western side of the development is outline, the Masterplan is indicative and currently shows that the western car park could provide 70 spaces. It is anticipated that these would be as follows:
 - Residential Parking Spaces 70 (24 Disabled spaces)
- 2.1.6 The layout of the western car park is shown below.

Figure 2-3: Western Car Park Layout



2.1.7 In addition, to the basement car parking there are also 23 parking spaces proposed within the townhouses with one space provided per unit.



3 Proposed Parking Management Plan

3.1 Objectives

- 3.1.1 The overriding objective of the CPMP is to ensure the effective management of all on-site parking in order to minimise risks associated with potential overspill parking from the development onto surrounding residential roads. It will also be important to ensure that vehicles accessing the car park do not cause problems on the public highway, for example queuing at the access points. In addition, it will be important to ensure that the car park operates well from the perspective of users, both residents and visitors and that there are mechanisms in place to ensure that any problems that do occur can be detected and rectified.
- 3.1.2 It is anticipated that the CPMP will be managed by the overall Estate Management Team.
- 3.1.3 In order to achieve the objectives of the CPMP, it will be important that there is close coordination between the management and operation of the CPMP and of the various Travel Plans that seek to encourage uptake of sustainable travel modes. To that end it is anticipated that the Manager of the CPMP would attend the regular Steering Group Meetings of the Stag Framework Travel Plan (FTP).
- 3.1.4 It is anticipated that the CPMP will cover a number of aspects that will contribute to the overall effectiveness of the management arrangements, including design, charging and enforcement. The following elements will need to be covered by the detailed CPMP:
 - Allocation of residential parking permits;
 - Charges applied to non-residential parking;
 - Methods of payment;
 - Means of control to enter and leave the car park;
 - Signage, including internal and external signs;
 - Enforcement
 - Monitoring utilisation of residential and non-residential car parking spaces, including disabled spaces and spaces with electric charging points
 - Review of the CPMP to ensure it appropriate for the intended use as the Site becomes operational;
 - Preparation of annual monitoring reports to be made available to the Council;
 - Communication on parking matters with the Stag Community to include both residents and non-residents;
 - Day to day management of the non-residential parking spaces; and
 - Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces.
- 3.1.5 The more detailed principles relating to each of the above elements are set out below.



Allocation of Residential Parking Permits

- 3.1.6 It is anticipated that for the western car park spaces residents will be offered the opportunity to acquire a space on a long lease. Individual spaces will be allocated to individual apartments. The landlord will however, retain the right to temporarily relocate car space demises within the car park through the terms of the lease.
- 3.1.7 Except for the designated disabled parking spaces, these will be sold on a first come basis.
- 3.1.8 Should demand exceed supply then the Management Company will establish a waiting list and will facilitate transfer of ownership should spaces as they become available.
- 3.1.9 Any unsold residential permits can be used to supplement the non-residential parking spaces, subject to the approval of the Council.
- 3.1.10 Designated disabled spaces will only be allocated to designated wheelchair accessible units.

Charges applied to non-residential parking

- 3.1.11 It is anticipated that the non-residential parking spaces will not be allocated to a particular end user. If any spaces are to be allocated to specific end users eg. the office, then this would be agreed beforehand with the Council.
- 3.1.12 Details of penalty charges for overstay or for inappropriate parking will also need to be considered.
- 3.1.13 The Council will be informed of the proposed charging regime which will generally aim to discourage long stay use (more than four hours).

Methods of payment

3.1.14 Details to be confirmed prior to opening. This will most likely take the form of pay and display although the potential for other technology systems e.g. pay by phone will be considered.

Means of control to enter and leave the car park

3.1.15 To be agreed with the Council prior to opening but will be designed to ensure that any risk of cars queuing back onto the public highway and in particular onto Mortlake High Street, are minimised.

Signage, including internal and external signs

- 3.1.16 Internal signage will need to ensure that the location of spaces for visitors is clear. Exits from the car parks will also need to be clearly marked. The need for real time signage will need to be considered, including potentially providing signage to identify empty spaces. The need to sign electric charging points will also need to be considered.
- 3.1.17 Internal signage will also need to cover pedestrians and cycles. This will need to include locations of any pay and display machines for non-residential spaces, pedestrian exits and the location of any visitor cycle parking.
- 3.1.18 External signage strategy will include the potential locations for direction signs and the possible need for variable message signs (VMS).



Enforcement

- 3.1.19 The enforcement strategy will need to cover both parking incorrectly within the car park e.g. visitors using resident's spaces and inappropriate use of disabled spaces, as well as overstay.
- 3.1.20 As stated above, consideration will need to be given to penalty charges and the mechanism for enforcing such penalty charges, including the appeals mechanism.
- 3.1.21 Linked to the above there will be a need to ensure that residents and visitor spaces are clearly marked and to consider possible physical measures to protect residents parking.
 - Monitoring utilisation of residential and non-residential car parking spaces (including disabled spaces and spaces with electric charging points)
- 3.1.22 A monitoring regime will be agreed with the Council which will take place upon occupation. This will record the number of residential spaces that have been sold/leased, including the number of disabled spaces and will provide an overview of the use of the non-residential spaces.
 - Preparation of annual monitoring reports to be made available to the Council
- 3.1.23 Format to be agreed with the Council prior to occupation. The information will also feed into the Travel Plan monitoring reports.
 - Communication on parking matters with the Stag Community to include both residents and non-residents
- 3.1.24 Details of how this will be achieved to be set out prior to occupation
 - Day to day management of the non-residential parking spaces
- 3.1.25 Management measures will be identified that will aim to ensure that overspill parking does not occur onto external road network and to minimise risks of queuing on the public highway
 - Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces
- 3.1.26 Measures will be identified that will make it easier for visitors to plan their trip to the Site. This will include information to be provided on the Website regarding access and charging and the general availability of parking.
- 3.1.27 If available, options for pre booking parking will also be provided.
- 3.1.28 The information will seek to discourage people from visiting the Stag by car at busy times without pre booking.

Parking Surrounding the Development

- 3.1.29 There will be restrictions for residents and staff within the development to be able to apply for on-street parking / business parking permits. This will include any new CPZ which is introduced in the future, which the developer has agreed to fund.
- 3.1.30 In addition, there will be three car club spaces provided on Ship Lane that will be available to the general public.

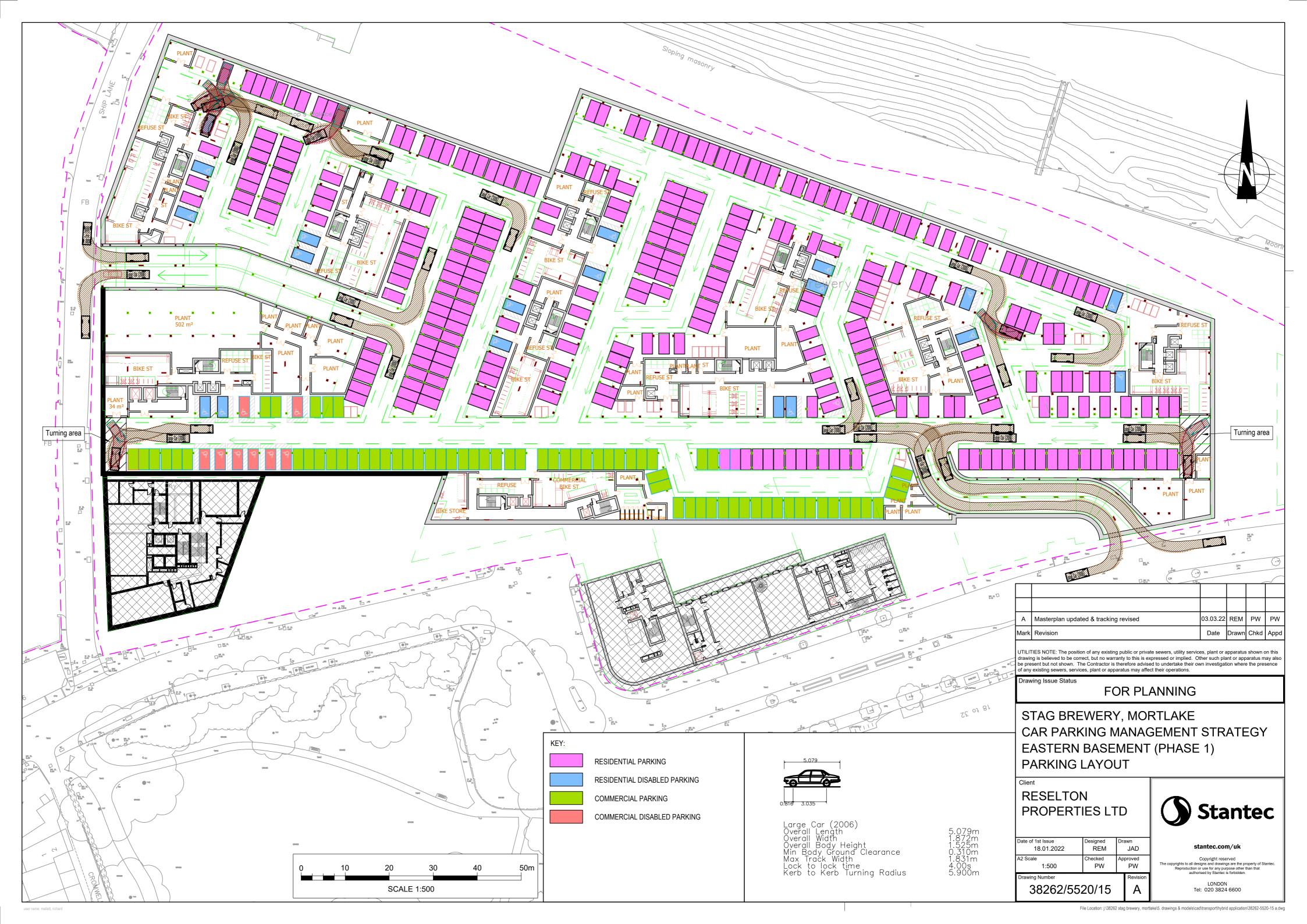


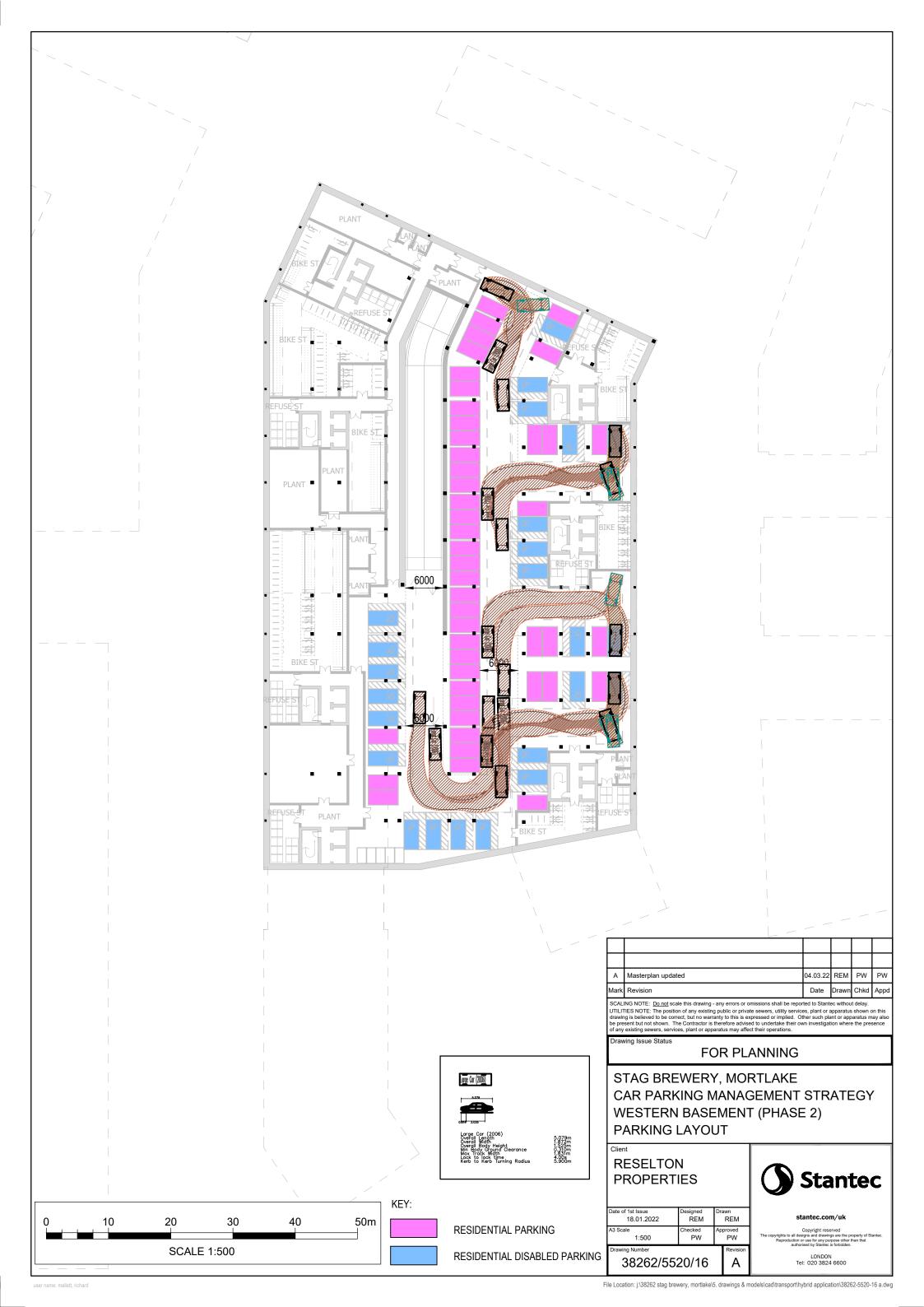
3.2 Increase of Disabled Parking Demand

- 3.2.1 Should the demand for disabled parking increase then there would be provision for additional residential parking bays to be converted to disabled spaces. Plans showing how 7% of the residential units can be provided with a disabled parking space is included in Appendix B. This includes providing the following number of spaces in each basement car park:
 - Western Car Park 38 disabled spaces
 - Eastern Car Park 40 disabled spaces
- 3.2.2 The plans have demonstrated that the additional disabled parking spaces can be provided within the eastern car park with the loss of only one residential parking bays. In the western car park a total of 6 spaces would be lost, due to the additional space required to provide a hatched area around the disabled parking bays.



Appendix A Car Park Layout







Appendix B Increase in Disabled Parking Demand Layout

