



Statement of Community Engagement

Proposals for Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY

Iceni Projects for Barings Real Estate

June 2024

Iceni Projects

London: Da Vinci House, 44 Saffron Hill, London EC1N 8FH

Glasgow: Suite 2/1, The Mercantile Chambers, 53 Bothwell Street, Glasgow, G2 6TS

Manchester: That Space, 31-33 Princess Street, Manchester, M2 4EW

t: 020 3640 8508 | w: [iceniprojects.com](https://www.iceniprojects.com) | e: mail@iceniprojects.com

linkedin: [linkedin.com/company/iceni-projects](https://www.linkedin.com/company/iceni-projects) | twitter: @iceniprojects

CONTENTS

1.	INTRODUCTION	1
2.	SUMMARY OF THE PROPOSALS	2
3.	CONSULTATION PROCESS	4
4.	FEEDBACK RECEIVED	8
5.	CONCLUSION	12
	APPENDIX 1. COPY OF FEEDBACK FORM	13
	APPENDIX 2. SELECTION OF CONSULTATION WEBSITE STILLS	14

APPENDICES

A2. COPY OF FEEDBACK FORM

A2. SELECTION OF CONSULTATION WEBSITE STILLS

1. INTRODUCTION

1.1 This Statement of Community Engagement (SCE) has been prepared by Icen Projects Limited on behalf of Barings Real Estate Advisors ('the applicant') for the redevelopment of Avalon House, 72 Mortlake Road in the London Borough of Richmond ('the Site').

1.2 This report sets out a summary of the consultation that took place during the pre-application stage, this has included the following:

- A dedicated consultation website with an online feedback form – <https://72lowermortlake.co.uk/>
- A dedicated consultation email and telephone number to receive feedback and any enquiries about the site.
- A leaflet delivered to 266 homes and businesses with an outline of the proposal and a link to the consultation website.
- We also contacted ward councillors about the proposals and offered meetings, letting them know when the consultation would start.

1.3 The applicant has undertaken a consultation programme which has sought to meet the best practice and prevailing guidance on pre-submission consultation, as set out in the revised 2023 National Planning Policy Framework (NPPF) and the 2016 National Planning Practice Guidance (NPPG), revised in 2024.

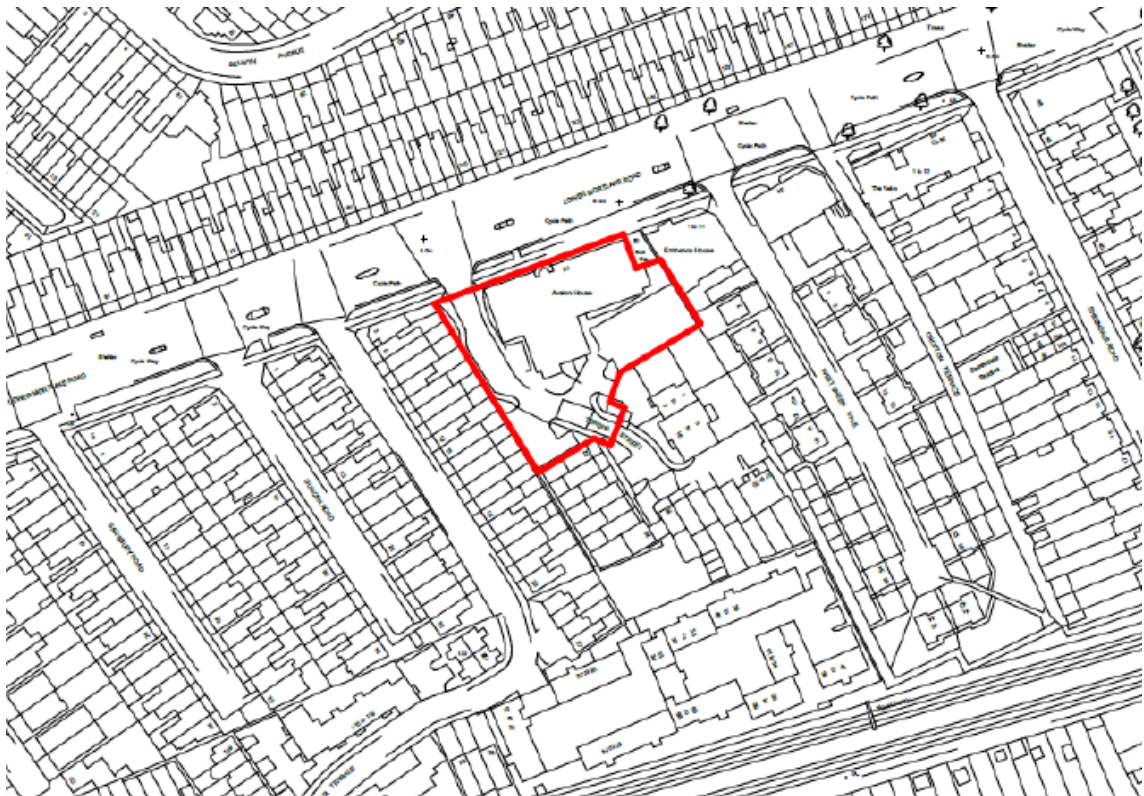
2. SUMMARY OF THE PROPOSALS

2.1 The Site comprises a three-storey commercial office building known as 'Avalon House' constructed in the early 2000s and accommodates 3,076 sqm (GIA) of Commercial (Class E) floorspace.

2.2 The Site's immediate context is characterised by a variety of buildings varying in scale and design summarised as follows:

- To the north beyond the pedestrian footpath is a dual carriageway dedicated cycle, and beyond this is Lower Mortlake Road (A316).
- To the east are a series of 3 larger and taller buildings.
- To the south is a residential development constructed over 20 years ago as part of a master plan to redevelop the former Site. The development comprises of 30 flats and terraced properties.
- The west beyond Tersha Street is a row of two-storey brick terraced dwelling houses with frontage to Cedar Terrace.

Figure 2.1 Site Location Plan



2.3 The description of the proposed development is as follows:

Remove the existing roof and erection of a roof extension on the fourth floor and rear extensions to floors ground – four to accommodate additional commercial floorspace (Class E), provision of rear and rooftop terraced amenity spaces, alterations to the ground floor entrance, recladding and remodelling of the façade, landscaping improvements to the rear car parking area, provision of end of journey and cycle parking facilities, associated building servicing and sustainability improvements, and other associated works.

2.4 The building is now dated and with a head lease on the building that expires in 2025. There are some sub-tenants in situ on short-term agreements along with some vacancies. In its current form, the building will not attract high-quality tenants and is therefore in need of investment to secure its long-term viability as an employment-generating asset for Richmond.

2.5 This scheme is therefore being progressed as a long-term investment in the building to retrofit, reposition, and future-proof the asset to enhance its sustainability credentials and employment capacity. These elements of the brief all form part of the wider objective to deliver end-user-focused, modern, fit-for-purpose and future-proofed commercial accommodation.

2.6 The Applicant wishes for the scheme to be known as ‘The Greenhouse’ and become an exemplar for how to approach a sustainable retrofit and repositioning of commercial assets in the London Borough of Richmond-upon-Thames.

Figure 2.2 View of the proposals from the Car Park



3. CONSULTATION PROCESS

Dedicated Consultation Website

3.1 A dedicated consultation website went live on 12th April 2024 and is an important communication channel with stakeholders. The consultation website includes the following features:

- A homepage which provides a summary of the proposals and the team
- A dedicated section on the proposals including a masterplan site boundary image.
- Online feedback form and contact details (see Appendix 1).

3.2 To date, the consultation website has received over 1,000 views. A screenshot of the website is included below with a selection of wider website stills in Appendix 2.

Community Consultation Leaflet

3.3 To inform immediate residents and the wider community about the proposals and invite them to provide feedback on the application a leaflet was delivered by Royal Mail first class to 266 addresses on 23rd April.

Figure 3.1: Radius of Leaflet Distribution



3.4 One resident phoned to say that the flats on Tersha Street had not received the leaflets. Having contacted our distributor who sent them out, they confirmed they had sent them to the flats but

were willing to re-send them to the 18 flats. No further comments were provided following the residents receiving the updated leaflets being resent to residents.

- 3.5 The 2-page newsletter provided: an overview of the proposals including generated images; the consultation website address; as well as information on how people could provide their feedback. We requested feedback within 2 weeks, by the 10th of May.
- 3.6 Hard copies of the consultation material were available for those residents without access to the internet. No residents asked for a paper copy.

Figure 3.2 Front Page of the Leaflet sent to Residents.



Figure 3.3 Back Page of the Leaflet sent to Residents.



Communication with Ward Councillors

- 3.7 Councillor Richard Pyne, Councillor Richard Warren and Councillor Nancy Baldwin were all informed of the proposals in their capacity as ward councillors.
- 3.8 We sent an initial email to ward councillors on February 21st outlining the development proposals following the pre-app meeting with the case officers. We asked councillors if they would like to meet to discuss our proposed local engagement strategy and the proposals' next steps.

-
- 3.9 A follow-up email was sent on 26th February, in which all ward councillors confirmed that following protocol, the Borough Councillors do not meet with developers independently during an application process.
- 3.10 We acknowledged this request and shared the project website with the councillors and attached the leaflet which we circulated in the local area. No further comments were made by councillors.

4. FEEDBACK RECEIVED

- 4.1 Residents were invited to provide feedback on the proposals by completing an online feedback form accessed via the consultation website. They could also contact the project team using the details provided in the community newsletter which included a dedicated email address with a telephone number.
- 4.2 In total we received 8 responses from residents– 1 online feedback form, 1 phone call and 6 emails.
- 4.3 After the feedback deadline, we received an email from the Directors of Monarchs Gate Residents Company Ltd, who reside at 17 to 32 Tersha Street. They expressed a desire to better understand the proposals and construction work, as well as the impact on car parking and privacy.
- 4.4 The project team has requested to meet with the residents on-site and discuss the proposals. We are awaiting the residents to respond and anticipate that we will talk to residents following the submission of the application.

Key themes from residents' feedback

- 4.5 The key themes from residents who provided feedback were:

Duration and Disruption of Construction:

- Residents are concerned about how long the construction work will take and the level of disruption it will cause, including noise, dust, and potential hazards. Many residents work from home and worry about the intrusion and its impact on their daily lives.
- Specific concerns include the potential disruption to adjacent flats and the need for detailed timelines and consultation regarding the start and end dates of the construction work.

Impact on the Surrounding Properties:

- There is apprehension about the visual impact and potential devaluation of properties due to the increase in the height of the building, especially from the rear.
- Concerns include the outlook from properties being negatively affected and the need for more detailed information on the changes in building height.

Security and Privacy:

- The proposed design features, such as the car park with a metal roof and an open terrace, raise concerns about security and privacy. Residents worry that these elements might enable unauthorized access to their properties and reduce privacy by allowing views into their homes and gardens.

Environmental and Functional Improvements:

- Whilst there is support from residents for refurbishing the building to improve aesthetics, environmental sustainability, and functionality, there is opposition to increasing the building's capacity or floor area without a clear understanding of the implications.
- Specific feedback includes supporting improved parking areas, paving, and planting, but opposing the rebuilding of the side extension and seeking more information on how the floor area and capacity will change.

Team's Response to Issues Raised

- 4.6 To enable the project team to respond to the main issues raised during the consultation, Icen Projects reviewed all feedback provided to draw out common themes. These have been grouped in the table below alongside how these issues have been responded to by the team.
- 4.7 Where respondents asked a question as part of their feedback, this was answered in detail by the team directly.
- 4.8 The team also responded to resident questions individually via email and on the phone.

Table 4.1 Team's response to key issues raised.

Theme / Issue	The Team's Response
Duration and Disruption of Construction	<p>Subject to receiving planning permission, construction could start in the middle of next year and would take approximately a year to complete.</p> <p>A Construction Management Plan would be prepared and shared with residents. The document would outline measures such as restricting work to certain hours/days and implementing clear site traffic management.</p>
Impact on Surrounding Properties	<p>The current building cannot be viably refurbished; hence, the proposed extension aims to improve architectural quality and sustainability.</p> <p>The proposed height increase is approximately 5 meters.</p>

Theme / Issue	The Team's Response
	The car parking area adjacent to Tersha Street will be retained and enhanced with additional greenery.
Security and Privacy	<p>Feedback on the car park roof and terrace has been considered. The terrace will be set back to minimise privacy intrusion, and management measures will control its use.</p> <p>No changes will be made to the boundary fence with Cedar Terrace, but additional planting will be added.</p>
Environmental and Functional Improvement	<p>The redevelopment aims to create a high-quality, sustainable office building with flexible space.</p> <p>The planning application will include technical impact assessments for noise, air quality, and transport to ensure suitable mitigation measures.</p>

Design changes based on consultation responses

4.9 In response to residents' concerns, the western flank elevation has been changed considering concerns over bulk and massing. We have now proposed a hipped roof, which will take reference from the surrounding residential context, where there are a number of precedents for a 'bookend' façade wall typology. The amended roof design helps to soften the impact of the change of roof massing from a straight pitched end wall to a hipped roof design. The Design and Access Statement provides further explanation of the design changes.

Figure 4.1 New Hipped Roof Proposals for entrance from Tersha Street



4.10 A further change made to the design considering the president's comments was removing the car parking canopy. This change finds residents' concerns over the security and privacy of people being able to climb onto the canopy.

Figure 4.2 The previous scheme at pre-app and the updated scheme for planning



5. CONCLUSION

5.1 This Statement of Community Engagement (SCE) has been produced in support of the planning application for Avalon House, 72 Lower Mortlake Road, Richmond TW9 2JY. The application wished for the scheme to become an exemplar of how to approach a sustainable retrofit and repositioning of commercial assets in the London Borough of Richmond.

5.2 To inform residents of the application, the following consultation material has been produced:

- A dedicated consultation website with an online feedback form – <https://72lowermortlake.co.uk/>. This was viewed over 1,000 times since its launch in mid-April.
- A dedicated consultation email and telephone number to receive feedback and any enquiries about the site. Where 1 phone call, 1 online feedback form and 6 emails were received.
- A leaflet delivered to 266 homes and businesses with an outline of the proposal and a link to the consultation website.
- The opportunity to meet the team has also been provided to residents who emailed following the feedback request.

5.3 Ward councillors were also contacted about the proposals offered in meetings and were shown the consultation material.

5.4 There is consensus amongst the 7 respondents, with the most frequent responses including:

- Duration and Disruption of Construction:
- Impact on the Surrounding Properties:
- Security and Privacy:
- Environmental and Functional Improvements.

5.5 As a result of public comments, the design has been developed to reduce the massing of the building at the entrance of Tersha Street. A hipped roof has been introduced to the west elevation and the materials used connect to the neighbouring architecture. The car parking canopy has also been removed to consider residents' privacy and security concerns.

APPENDIX 1. COPY OF FEEDBACK FORM

Avalon House
72 Mortlake Road

[Welcome](#) [The Site and Proposals](#) [Feedback & Contact](#)

Barings believes that consulting and engaging with the community is vital to creating successful places that deliver genuine benefits for local people.

We, therefore, invite you to submit your feedback in the spaces provided below - and we would be grateful if you could do this before Friday 10th May 2024.

Your Email (required):*

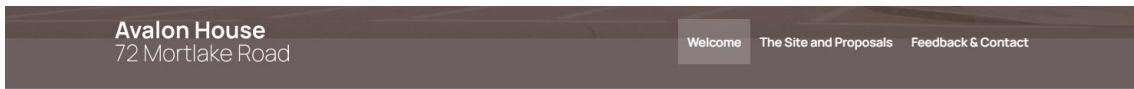
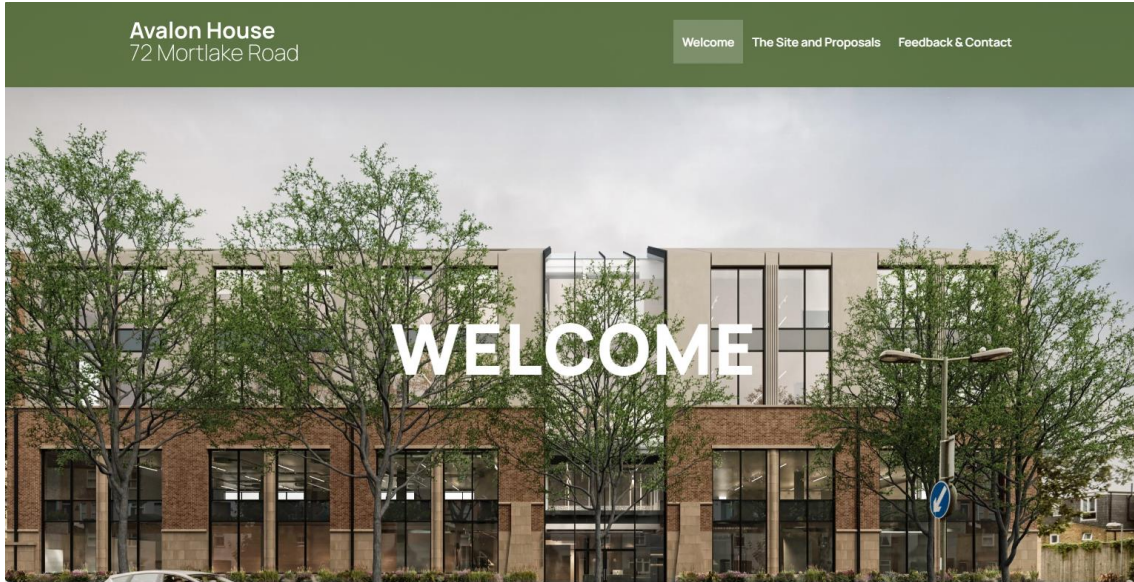
What are your reasons for interest in the redevelopment?

Do you agree with the principle of providing new quality office space locally?

Do you have any comments on the design approach shown?

Do you have any other comments for the team at this stage?

APPENDIX 2. SELECTION OF CONSULTATION WEBSITE STILLS



Welcome to the consultation website for Baring's proposals for Avalon House, 72 Lower Mortlake Road, Richmond upon Thames, London, TW9 2JY.

Baring's has a global real estate presence, delivering high-quality developments, with a growing focus on retrofit assets across the UK.

The team are currently preparing proposals to refurbish and retrofit Avalon House and would like to submit a planning application to Richmond Council for consideration. You can provide feedback [here](#). We would welcome comments before the 3rd May 2024.

About The Proposals

The overall vision is to improve the sustainability and quality of the building. To achieve this, the proposals include:

- Comprehensive refurbishment and retrofit of the existing building.
- A one-storey roof extension with a green roof and PV panels along with a new two storey side extension.
- Façade and ground floor improvements.
- New glazing throughout seeking to improve the thermal performance.

Avalon House
72 Mortlake Road

Welcome The Site and Proposals Feedback & Contact



Avalon House
72 Mortlake Road

Welcome The Site and Proposals Feedback & Contact



Avalon House
72 Mortlake Road

Welcome The Site and Proposals Feedback & Contact

The Site

The site is located at 72 Lower Mortlake Road, Richmond upon Thames. The building is located on the southern side of Lower Mortlake Road, on the corner of the junction with Tersha Street. It is a circa 8-minute walk from Richmond Station and a 12-minute walk to North Sheen Station.

The wider site area is predominately residential and to the north, the green expanse is made up of Kew Gardens, the Old Deer Park Sports Grounds, the Royal Mid-Surrey Golf Club and Richmond Athletic Association.



Aerial View of the proposals from the car park.

The Design Approach

Creating Sustainable Workplaces

The proposals will provide an exemplar on how to sustainably retrofit and reposition office buildings.

Sustainability is at the heart of the proposals which will include electric vehicle charging points, cycle storage, air source heat pumps and solar panels. By retaining as much of the existing building as possible and improving the aesthetics, the proposals offer a more sustainable approach than if the building were simply demolished.

The applicant's initial idea is to call the building 'The Greenhouse' to align with the design approach shown and tie into the assets in the wider area.

High-Quality Landscaping

The landscaping design seeks to introduce as much greenery to soften the rear of the building and improve drainage.

Avalon House currently provides 10-cycle spaces. The proposals look to increase this to 80 cycle spaces. These spaces will consist of a combination of internal and external areas, including double-stack spaces,

