



# **Stag Brewery, Mortlake**

## **Statement of Community Involvement**

For Reselton Properties

February 2018



THE STAG BREWERY

STATEMENT OF COMMUNITY  
INVOLVEMENT  
FEBRUARY 2018



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THE STAG BREWERY

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Public Exhibition at the Stag Brewery

## SECTION ONE

# EXECUTIVE SUMMARY

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The consultation and engagement described in this document details the extensive process that has taken place between July 2016 and February 2018 informing the planning application for the Stag Brewery. The consultation was facilitated by Soundings.

Over 1600 people have been engaged in the process, attending two public drop-in exhibitions, providing a total of 1223 representations. In addition, numerous one-to-one meetings were held with local groups and resident organisations, and a Community Liaison Group (CLG) was formed to serve as the sounding board for the duration of the consultation. The CLG included 28 members from 14 different groups and organisations, and a total of six CLG meetings were held, each focusing either on different themes and stages of the masterplan, or on overall masterplan updates, with the wider project team present.

The masterplan design has been significantly informed by consultation process.

This Statement of Community Involvement gives a detailed overview of the consultation process, the findings from the local feedback and how this feedback has informed the masterplan design.

This consultation has considered the parameters and guidance laid out in the National Planning Policy Framework (NPPF), Localism Act 2011, the London Borough of Richmond upon Thames' adopted Statement of Community Involvement, along with all over relevant law and policy in guiding this consultation process and its outcomes.



The Mortlake Brewery

## SECTION TWO

# INTRODUCTION

### 2.1 PURPOSE OF THIS DOCUMENT

This Statement of Community Involvement (SCI) has been prepared by Soundings on behalf of Reselton Properties Limited ('the Applicant') in support of three linked planning applications for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT').

This documents provides a detailed overview of the consultation process, the consultation tools, the findings from each consultation event and how the masterplan has responded to these.

The appendices to this report contain a record of publicity and consultation material provided during the consultation and engagement process.

The three planning applications are as follows:

- Application A – hybrid planning application for comprehensive mixed use redevelopment of the former Stag Brewery site consisting of:
  - i. Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
  - ii. Land to the west of Ship Lane (excluding the school) applied for in outline detail (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.

### 2.3 THE CONSULTATION OVERVIEW AND SOUNDINGS ROLE

The public consultation and engagement was delivered by Soundings. Soundings are community engagement experts with over 20 years of experience, that acted as a neutral voice in the development process, engaging communities to inform the design development.

The consultation process has been organised over three Stages: Stage 1 - Building an understanding, Stage 2 - Draft masterplan and Stage 3 - Final masterplan.

Over 1600 people actively participated in the consultation process, visiting the two public exhibitions and leaving a total of 1223 representations.

Fourteen different local organisations and resident groups were part of the CLG. A total of six CLG meetings were held, in addition to one-to-one meetings with different group representatives taking place throughout the project development.

### 2.2 THE SITE

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 east and Bulls Alley (off Mortlake High Street) to the west. 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.

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### 2.3 FORM OF PLANNING APPLICATION

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The consultation was undertaken for three planning applications that are being submitted, namely:

**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. (Development Area 1)
- Land to the west of Ship Lane (excluding the school) applied for in outline. (Development Area 2)

**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.

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### 2.4 LBRUT STATEMENT OF COMMUNITY INVOLVEMENT

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LBRuT adopted its Statement of Community Involvement (SCI) in 2006, and updated it in 2009 and then again in 2015.

The SCI sets out the Council's approach to community involvement on planning applications.

For major applications, the Council encourages pre-application discussions and community involvement from the outset. Some activities that are recommended are notifying neighbours and affected residents in a wider area, holding public meetings chaired by an 'independent person' etc.

The consultation should make clear distinctions of the roles and responsibilities of the developer on one hand and the local planning authority on the other. Feedback on how the pre-application consultation has been conducted and what the outcomes have been should be asked by planning officers.

These planning application are treated as a major development. The consultation process has been in compliance with requirements set in the SCI, and included comprehensive engagement, including Community Liaison Group meetings chaired by Soundings, as an independent facilitator.

## 2.5 OVERVIEW OF PROPOSED DEVELOPMENT

### Application A: Mixed Use

Hybrid application to include the demolition of existing buildings to allow for the comprehensive phased redevelopment of the site:

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

- Demolition of existing buildings (except The Maltings and the façade of the Bottling Plant and former Hotel), walls, associated structures, site clearance and groundworks;
- Alterations and extensions to existing buildings and erection of 12 buildings varying in height from 3 to 8 storeys plus a single storey basement
- 443 residential apartments
- Flexible use floorspace for:
  - i. Retail, financial and professional services, café/ restaurant and drinking establishment uses
  - ii. Offices
  - iii. Non-residential institutions and community use
  - iv. Boathouse
- Hotel / public house with accommodation
- Cinema
- Gym
- Offices
- New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works
- Provision of on-site cycle, vehicle and service parking at surface and basement level:
- Provision of public open space, amenity and play space and landscaping.
- Flood defence and towpath works
- Installation of plant and energy centres

Planning permission is 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 7 storeys
- b) Residential development of up to 224 units
- c) Nursing and care home (up to 80 ensuite rooms) with associated communal and staff facilities
- d) Up to 150 units of flexible use living accommodation for either assisted living or residential use
- e) Provision of on-site cycle, vehicle and service parking
- f) Provision of public open space, amenity and play space and landscaping.
- g) New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works

### Application B: School

- a) the erection of a three storey building to provide a new secondary school with sixth form;
- b) sports pitch with floodlighting, external MUGA and play space; and
- c) associated external works including, landscaping, car and cycle parking, new access routes and associated works.

### Application C: Chalkers Corner

Reconfiguration of Chalkers Corner traffic junction, to include existing public highway and existing landscaped and informal parking area associated to Chertsey Court, to facilitate alterations to lane configuration, a new cycle lane, works to existing pedestrian and cycle crossing, soft landscaping and replacement boundary treatment to Chertsey Court.



A view of the site along Lower Richmond Road

## SECTION THREE

# PEOPLE AND PLACE: LOCAL CONTEXT

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### 3.1 HISTORY OF THE FORMER STAG BREWERY SITE

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There is a long history of brewing in the Mortlake area, records date back to the 15th century. Originally two smaller breweries were located in the area, and were brought together in 1811 by Weatherstone and Halford. Halford had recognised the potential of the land and river access for expanding brewing activities.

A new partnership between Charles John Phillips and James Wigan saw a major expansion of brewing activities on the site, as they acquired more land toward the river. They began to reorganise the site and built various buildings including the brewery wall along Mortlake High Street in 1869.

In 1898 the Brewery was sold to Watney's, and became known as Watney, Combe, Reid and Co. They continued to develop operations, building the eight storey Maltings building in 1903, the Brewery continued to expand until the 1980s, when further modern warehouses were built. After 100 years Watney's sold the Mortlake Brewery, along with it's other sites, to Courage.

The most recent occupant of the site was Anhesuer-Busch, who ceased brewing operations in late 2015 and relocated to a site in Wales.

The site was acquired in 2015 by Reselton Properties Limited.

### 3.2 SITE DESCRIPTION

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 east and Bulls Alley (off Mortlake High Street) to the west. 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.

The 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 east and Bulls Alley to the west, and lies directly opposite the Mortlake Green Conservation Area. Ship Lane divides the site in two. The site currently comprises large scale industrial brewing structures, a number of early twentieth century and nineteenth century structures, large areas of concrete or tarmac hardstanding and an area of green open space. The Brewery ceased operations in late 2015.

There are playing fields of 2.06ha that are in private use with no authorised access by the general public. The site is currently used by local sports groups in agreement with the Applicant.

Two buildings within the Stag Brewery site are identified by LBRuT as Buildings of Townscape Merit, namely: the former Maltings building, the former Bottling Plant and Hotel building.

### 3.3 SURROUNDING AREA

The site is located between Chiswick Bridge to the east and Barnes Bridge to the west. The site is located within a 5-minute walk of Mortlake railway station, where train services to Waterloo, Shepperton and Staines are available. There is a bus stop directly outside the site on Lower Richmond Road served by bus numbers 419 (connecting Richmond Station and Hammersmith) and N22 (night service between Twickenham and Central London).

The area surrounding the site comprises of a mix of uses including residential, with both low rise town houses as well as higher rise apartment blocks, including a seven-storey building. Boat Race House, a four-storey apartment block caps the eastern, and shortest edge of the site. On the western edge, Williams Lane and Watney Road contain a variety of homes; post-war houses form short terraces and there is a mix of older apartment blocks ran by the Guinness Trust and newer privately-owned apartments.

The main commercial focus in the surrounding area is the historic core of Mortlake Village, with local shops and services, at the eastern end of Mortlake High Street. On the other side of the level crossing is the East Sheen village centre, providing amenities such as the local doctor's surgery, library and a limited number of small shops, cafes and restaurants along a high street.

The River Thames is a strong part of the local identity, but there is limited access through the site to the towpath, for pedestrians and cyclists, that runs between Ship Lane and Bulls Alley. Mortlake Green, the local open green space with relax and child play areas, is located across the site, connecting the Stag Brewery site to the Mortlake Train Station.

### 3.4 THE LOCAL COMMUNITY

The consultation process benefitted from the highly engaged and close-knit community in Mortlake, Barnes and East Sheen. Organised local groups and several professional residents were pro-active from the earliest stages of the design process, highlighting local opportunities for engagement such as attending the Mortlake and Barnes Summer Fairs to the consultation team. A local group dedicated to the Stag Brewery development (Mortlake Brewery Community Group – MBCG) had been active in the area for few years.

Many members of the community were involved in the 2011 public consultation for the Supplementary Planning Document, which is one of the reasons for the high level of engagement and familiarity with the site.

Amidst the bustle of London, Mortlake is a popular area for young families. There are also many long-term residents and multiple family generations living within the area, reflecting the perception and demographics of Mortlake as a settled place for families.

Another important aspect of the local community is found in the history and relationship to the Former Stag Brewery itself, which was a significant employer within the area. Today, Mortlake is highly dependent on its connectivity to Richmond, Hammersmith and the Rail Network, as much of its population commute to professional jobs throughout London.

The local community is mostly British and highly educated:

#### Diversity

- 88% of people in Mortlake identify as White British.
- Mixed and Asian or Asian British ethnicities account for 4% of the population in Mortlake.

#### Age

- The median age of Mortlake and Barnes Common is 37
- The ward age profile is similar to the Borough profile, except for two age-groups. There are 5% more 30 to 44 year olds in the area than the wider borough, and perhaps relating to this, there has been modest baby boom with numbers of 0-4 year olds exceeding the borough average by 2%.

#### Employment and Education

- Mortlake and Barnes Common, consistent with the borough average are highly educated, 57.6% have achieved Level 4 qualifications and above. (Borough statistic is 53.0%)
- Aligning with the numbers of 30 to 44 year olds in the area, economic activity is slightly higher than the Borough average; 77.1% versus 75.6%.
- Numbers generally align to expectations set by the Borough average, with some notable trends; there are fewer students (-2% borough average) and pensioners in the area (-1.2%), but a considerable boost of self-employed people (+2.7%).



Chiswick Bridge

## SECTION FOUR

# CONSULTATION PROCESS

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### 4.1 AIMS OF CONSULTATION

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This chapter sets out a process of consultation and engagement that has aimed to:

- Involve the community early so that there is meaningful input and change to the evolving masterplan.
- Raise awareness of the proposed development and keep the local community continuously informed and updated.
- Offer ways for people to get actively involved in the process.
- Be inclusive, accessible, transparent and engaging.
- Ensure that the voice of the local community is heard by clearly communicating the feedback from the local community to the design team and facilitating the active engagement of the members of the wider project team.

## 4.2 CONSULTATION PLAN AND TIMELINE

The consultation and engagement programme formed three pre-application stages, each with clear aims and objectives:



### Stage 1: Building an understanding

Aim:

- To start understanding the local area and develop concept designs informed by local knowledge

Objectives:

- Complete a stakeholder mapping of the area
- Initiate contact with the Community Links Officers of LBRuT and key local organisations
- Ensure local awareness of the forthcoming redevelopment and consultation period
- Obtain current opinions of local residents on the brewery and wider area

Activities:

- Introducing the project (setting up project identity, website, e-mail and phone number)
- Pop-ups at two local fairs collecting canvas cards
- 7 meetings with local groups and community leaders
- Engagement with LBRuT

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## Stage 2: Draft Masterplan

### Aim:

- To consult the community on the concept designs and develop a draft masterplan informed by local feedback

### Objectives:

- Establish a Community Liaison Group (CLG)
- Consult and work with the CLG in the process of developing the draft masterplan
- Consult on the emerging designs with the wider community
- Revise the masterplan informed by received feedback

### Activities:

- First public exhibition - March 2017
- Four thematically organised Community Liaison Group meetings focused on themes emerged out of the first round of consultation
- Information published on website

## Stage 3: Final Masterplan

### Aim:

- To consult the community on the draft masterplan and develop and publicly share the final masterplan informed by local feedback

### Objectives:

- Consult on the masterplan draft with the CLG members
- Consult on the masterplan draft with the wider community
- Revise the masterplan informed by received feedback
- Address any outstanding issues and concerns
- Share the final masterplan with the wider community

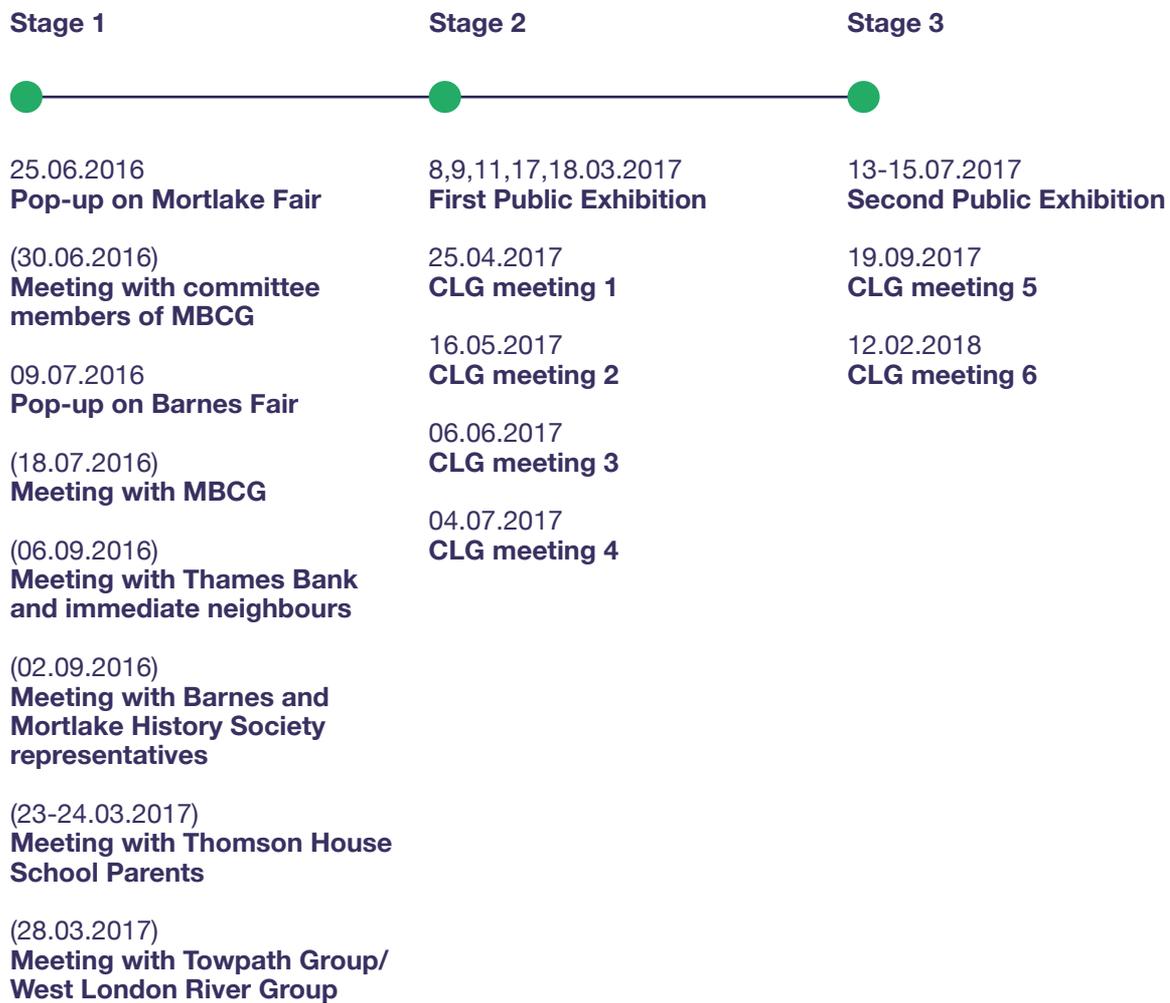
### Activities:

- Second public exhibition - July 2017
- CLG meeting discussing the final masterplan
- Local meetings addressing outstanding issues

4.3 SCHEDULE OF CONSULTATION ACTIVITIES

The key consultation activities can be seen listed by date below. Following the first one-to-one meetings with local groups, additional meetings were held throughout the consultation process with group representatives.

Among the key stakeholders the project team engaged with were Members of LBRuT and the local MP, Zac Goldsmith.



## 4.4 CONSULTATION TOOLS

Soundings used a range of established consultation tools and activities that were considered suitable to the context and appropriate for proper engagement with the Mortlake local community. The main consultation tools used were:

### **Website, e-mail and phone line**

Raising awareness of the project and the consultation process is essential for good representation and engagement. To achieve good awareness, a variety of different media were used to ensure exposure to all sections of the community, namely: project website, dedicated e-mail and phone line, as well as newspaper adverts and newsletters providing information on the consultation events.

### **Canvassing**

At a local fair, a project stand was set-up to help raise awareness. Canvass cards – brief surveys – were distributing, asking initial scoping questions about the problems, capacities and aspirations for the area

### **Stakeholder mapping, outreach and 1-to-1 meetings**

After initial stakeholder mapping – research of local community groups or organisations local to the area with an interest in the development, outreach events were arranged by directly contacting community group leaders and/or community representatives and setting up meetings to discuss the project.

### **Community Liaison Group (CLG)**

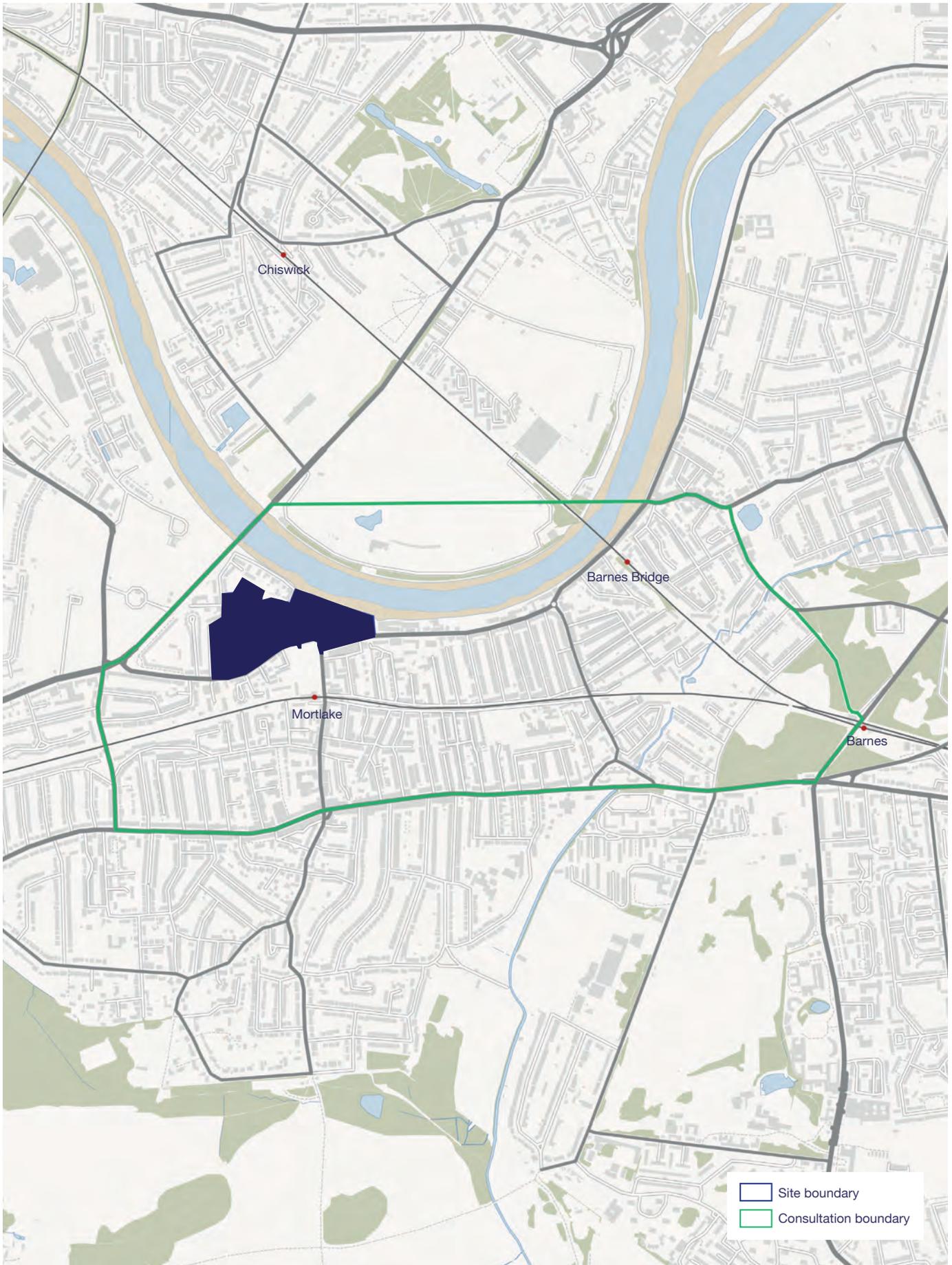
A Community Liaison Group (CLG) was created to provide a sounding board for the masterplan as it evolves. Its members include representatives from the local community, the Applicant, wider project team members and local stakeholders identified through outreach including: local community groups, residents' associations, the Council, environmental groups, and parent groups.

### **Public exhibitions**

Public exhibitions have been hosted at two stages of the project (Stage 2 and 3), as the masterplan was being shaped. The exhibitions were held in the Former Stag Brewery Sports Club. At each exhibition, the project was explained through plan drawings, sketches, diagrams, CGIs and accompanying commentary on A1 and A0 exhibition boards and through a large-scale model. The wider project team was on hand at both exhibitions to guide people through the information and answer questions. Attendees were encouraged to leave their feedback through the feedback forms made available.

### **Feedback forms and online survey**

Feedback forms are short surveys that enable the residents to express their thoughts and offer suggestions on the evolving masterplan. Feedback forms were available at both exhibitions as a hard copy at the event, that could be completed there or sent to the team in the following week. At the second exhibition, the feedback form was also made available as an online survey for a period of two weeks following the exhibition. Both times, the feedback forms included specific questions regarding different aspects of the project, as well as open-ended questions, offering the possibility to touch upon any issues relevant to the community.



The former Stag Brewery site planning application boundary and consultation boundary

#### 4.5 PUBLICITY AND COMMUNICATIONS

The following methods were used to publicise each public exhibition:

- Invitation flyers were distributed to 5,242 homes and businesses in the area surrounding the Stag Brewery site;
- An advert was published in the Richmond & Twickenham times for two weeks
- Banners were displayed outside the Former Stag Brewery Sports Club where the exhibitions were held, facing Lower Richmond Road and clearly visible from the street
- E-mail invitations were sent to the project contact database of people that signed up to receive project related information (750+ contacts, end of June 2017)

The CLG meetings were arranged through a separate mailing list. With the exception of one unforeseen schedule change, the meetings were scheduled at least a month ahead of time to ensure that the maximum number of members could attend each meeting.

#### 4.6 HOW THE MASTERPLAN WAS INFORMED BY CONSULTATION

Throughout the consultation, a series of significant changes were made to the masterplan based on community feedback. These can be seen in detail at the end of the SCI, in Chapter 8.

However, it should be noted that certain issues continued to be raised by residents; these concern areas are located outside of the site, or fall into the jurisdiction of the LBRuT and other statutory bodies such as Network Rail and Transport for London.

The most commonly raised issues are:

- The proposal for a secondary school for 1,200 students and the change from primary to secondary school
- The level-crossing at Mortlake station
- The on-street parking in the surrounding area and potential introduction of a Controlled Parking Zone (CPZ)
- Traffic management at Chalkers Corner

In response, the Applicant has proposed a series of associated road interventions outside of the site boundary, that are to be agreed and secured through an agreement with the Council.

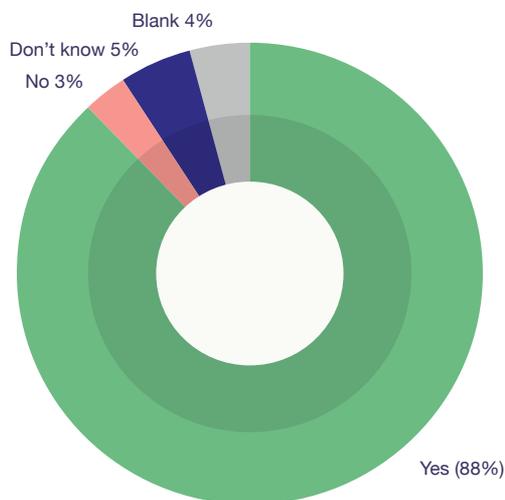
## 4.7 FEEDBACK ON THE CONSULTATION PROCESS

The consultation team gathered feedback on the consultation process itself, ensuring that the local community feels properly engaged and that the project materials are communicated clearly. The consultation process has also been adjusted based on feedback. Following feedback that not everyone could make it to the first public exhibition to view the boards and leave their feedback, in the second public exhibition, the exhibition boards were posted online, along with an online form that was made available for two weeks.

Following the exhibitions, a question was posed in the feedback forms about the consultation process. A summary of the answers is provided below.

### Feedback from the First public exhibition

Did you find the exhibition helpful?



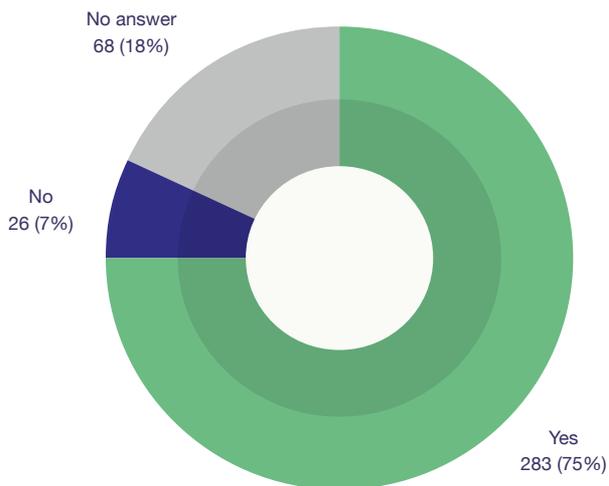
The final feedback form question, 'Do you have any further comments you would like to make' encouraged open comments; many featured the consultation process. You can see some of the most common comments and how they were addressed below:

- The exhibition and project team were useful and informative

- The place was overcrowded and hot which made it difficult to view the boards
  - » The exhibition layout was adjusted for the second exhibition, leaving more space for visitors
  - » Air conditioning was organised at the second exhibition, ensuring a pleasant temperature in the exhibition room
- The closed questions were not clear enough
  - » In the second exhibition, the feedback form questions were designed to include an explanation and clarification for each question
- The closed questions were criticised for limiting comments
  - » In the second exhibition, the closed questions were complemented with space in which further comments could be provided on the given topic
- Encouragement was expressed to hold future events and keep consulting the community
- Residents asked the project team listen to local knowledge and concerns
  - » The masterplan was revised based on local feedback and many residents acknowledged this in the second exhibition
- Residents wanted to see more details and CGIs
  - » The second exhibition showed a much greater level of detail, including many CGIs
- There were few comments criticising the preparedness of the entire team to answer all questions
  - » In the second exhibition, a comprehensive preparation note was prepared and meeting held to ensure that the entire team is fully informed on the project or is aware who from the team to refer residents to for certain questions (e.g. transport, environment)

**Feedback from the Second public exhibition**

Did you find the exhibition or exhibition boards helpful?



In the second round of consultation, people were specifically asked to comment on the consultation process. The feedback form asked attendees to ‘ Please comment on the consultation process’, many residents commented on their views of the masterplan design itself. Below you can see some of the most common answers that refer to the consultation process:

- Many residents expressed satisfaction that the local concerns have been listened to and changes made to the masterplan
- However, there were still residents who put forward that concerns have not been listened to, even though they were happy with the consultation process
- Most residents were positive about the project team staff on the exhibition day
- There were some complaints that the information/publicity has not reached all interested residents
- Many residents expressed that the second round of consultation has been improved from the first round



Signage in the area

## SECTION FIVE

# STAGE 1: BUILDING AN UNDERSTANDING (JUNE 2016 – FEB 2017)

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### 5.1 AIMS AND OBJECTIVES

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**Aim:**

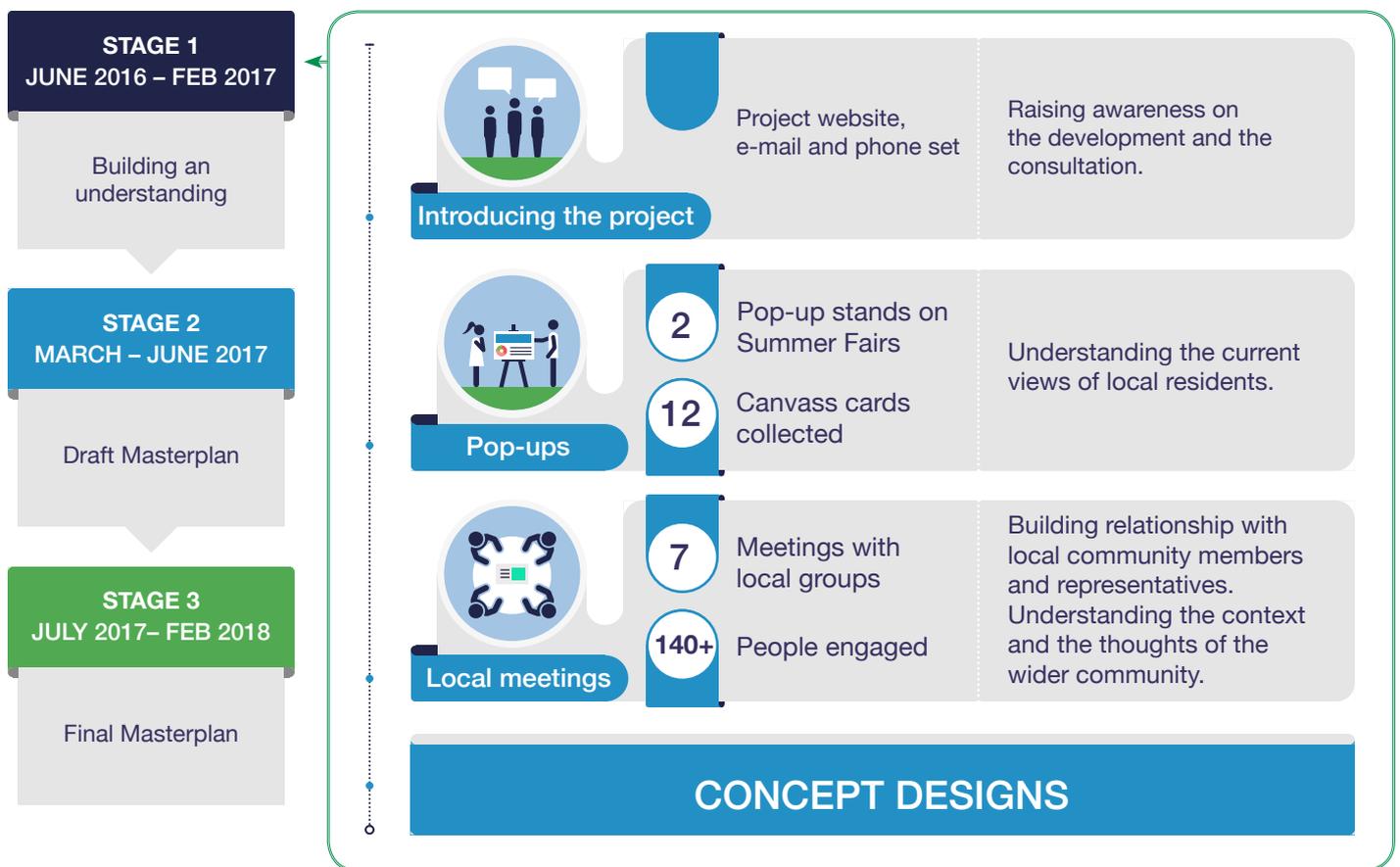
- To build a comprehensive understanding of the local area and priorities and develop first concept designs for the masterplan informed by local knowledge

**The objectives of Stage One consultation on the Stag Brewery were to:**

- Complete a stakeholder mapping of the area
- Initiate contact with the Community Links officers of LBRuT, and key local organisations
- Ensure local awareness of the forthcoming re-development and consultation period
- Obtain current opinions of local residents on the brewery and wider area

## 5.2 OVERVIEW OF CONSULTATION ACTIVITIES

The diagram below shows the consultation activities undertaken and the number of people engaged throughout Stage 1 consultation. At the end of Stage 2, concept masterplan designs were developed informed by the local feedback gathered.



### 5.3 INTRODUCING THE PROJECT AND RAISING AWARENESS

#### Project Identity

A project identity was established to encourage a strong association with the former brewery use. The dominant Maltings Building was adopted as the logo throughout the project. This graphic, and colour scheme were used to produce a bold and accessible selection of communication materials via the web, email, letters and newsletters.

#### Project website, email and phone

A holding page was developed at the beginning of the project, providing contact details of the consultation team to the public. Quickly a full project website was designed and went live in July 2016. All future updates and consultation materials were posted on this website. A project phone line was operational from 15 July 2016 This provided a direct line for the public to the Stag Brewery consultation team.



Project logo



The Stag Brewery project website

### 5.4 POP-UPS AND AWARENESS RAISING AT LOCAL SUMMER FAIRS: EVENTS AND FINDINGS

To evaluate people’s current views toward the site and to raise awareness that development plans are being brought forward, the consultation team attended two local summer Fairs.

#### Mortlake Summer Fair | 25.06.2016

Mortlake Summer Fair is held on Watney Sports Ground contained within the Stag Brewery site and provided the first opportunity for the Stag Brewery consultation team to meet the public and make them aware that plans for the brewery would be developing over the next few months. A stall dedicated to the consultation was set-up, and canvass cards used to collect views from local attendees. The team was able to speak with a number of local residents.

#### Barnes Summer Fair | 09.07.2016

Takes place on Barnes Common, which is contained within the ward area, and is a 15minute walk from Stag Brewery. The fair is a lively event with a variety of sales and community organisation stalls. Barnes Community Association run the event, they invited the consultation team to have a presence within their stand and made the canvass cards available from there. Two of the Stag Brewery consultation team were then able to roam the fair, handing out canvass cards and speaking with individuals.

#### Findings

Only a total of 12 canvass cards were filled in. Considering the high numbers of residents engaged in later consultation process, this number was low. This may have been due to the fact that generally the public were expectant of development following the LBRuT consultation and were perhaps ready for a higher level of engagement.

## 5.5. MEETINGS WITH LOCAL GROUPS

A series of meetings with local groups in the area took place in Stage One, building initial relationships and understanding of the local priorities and potential issues regarding the Stag Brewery site.

Below is an overview of the meetings held, many topics discussed were recurrent at the different meetings, a total summary of the points raised follows this section.

Following Stage 1, meetings were occasionally held with different organisations leading towards the application submission, whenever requested by the community groups or deemed necessary for the advancement of the overall project and/or thematic discussions.

### **Meeting with committee members of MBCG (30.06.2016) | 2 people attended**

Mortlake Brewery Community Group is a large community group that seeks to represent local resident and their interests in the redevelopment of the former Stag Brewery. The group formed to achieve this goal and so has been pro-active in their involvement with the consultation process since its initiation. The group attracts a wide range of residents, many of whom have long-term, and wider community connections to the area.

Members of the core project team met with MBCG committee members to discuss key local issues and responses to the Supplementary Planning Document.

### **Meeting with MBCG (18.07.2016) | 24 people attended**

MBCG invited the project team to present the design approach and initial response to the SPD at one of their regular meetings.

### **Meeting with Thames Bank and immediate neighbours (06.09.2016) | 19 people**

This was the first meeting between the wider project team and immediate neighbours to the site. Michael Squire from Squire and Partners presented the early stage draft

plans and responses to the Supplementary Planning Document produced by London Borough Richmond upon Thames (2011). The aim of this event was to provide an opportunity to exchange information, aspirations and expectations of the future development.

Realising that the plans are in a very early stage, few critical comments were received. The tone of the evening was relaxed and attendees were interested in getting accurate information on the project development, the project team were able to provide their initial thoughts and responses to the SPD.

### **Meeting with Barnes and Mortlake History Society representatives (02.09.2016) | 2 people attended**

The project architect met with representatives from the Barnes and Mortlake History Society. Together they walked the site to discuss conservation and archaeological aspects. They highlighted the history of Cromwell House, which was built on the site in the 15th Century, and demolished in 1857.

### **Meeting with Thomson House School Parents (23.03.2017 and 24.03.2017) | 90 people attended**

These two meetings schedule after, and just before school hours, provided an opportunity to discuss Stag Brewery in more detail with parents in the area. As a Free School, parents are very involved with all aspects of Thomson House, including plans that they have been developing to improve road safety and crossings in the area. These topics, the crossing point onto the site, road, and relationship to the level-crossing were formed important discussion points.

### **Meeting with Towpath Group/West London River Group (28.03.2017) | 3 people attended**

This meeting provided an opportunity for the Stag Brewery team to discuss.

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## Summary of findings from meetings with local groups

### Traffic and transport

- Traffic issues extending to White Hart Lane and the closure of Hammersmith Bridge
- Speeding on Mortlake High Street
- Grid lock due to the level crossing and Sheen Lane roundabout
- The crossing point onto the Stag Brewery site, via Mortlake Green
- When and how traffic studies would be completed, residents highlighted that this shouldn't take place during summer months
- Parking was perceived as a general local problem at present

### School

- Concern about the decision to have a secondary school on site, alternative suggestions for its location were made by stakeholders
- Questions surrounding the provision of school buses and parking for teachers
- Individuals hoped that facilities within the school, a gym for example, would be available for community use.
- Some stakeholders asked what were the expected movements of teenagers across the site, where would they hang out?
- Parent groups spoken with generally supported introduction of a secondary school

### Recreational and community uses

- Design, form and occupant for a Cinema building should support the community atmosphere desired (Reference made to East Dulwich 'Picture House' and, 'The Light' cinemas)
- Questioned what community uses could be incorporate in site, including potential for river activities
- It was noted that striking a balance between the needs of towpath users; cyclists and non-cyclists was considered important
- Management and access of the playing field was also a highlighted issue

### Architecture/Identity Character

- Removal of the East Wall, despite its conservation status, would enable the creation of a vibrant high street
- Building heights are a current issue of objection in a nearby site

### Housing density and type

- It was felt that too many 2-bedroom homes would not be appropriate to the area and creation of a community
- Some queried how the redevelopment plans would relate to the Guinness Trusts plans for neighbouring buildings

### Green and open space

- It was emphasised that the green link was fundamental to the SPD
- Access to the playing field associated with the school

### Retail

- Positive about new retail, but were concerned about the mix of units, and did not want to see any vacant shop-fronts
- Specific suggestions were received for family friendly chains such as Gourmet Burger, and shops like Waitrose or M&S

### Consultation

- Soundings provided an explanation of the community consultation feedback route; that comments would be summarised directly to the project team on a weekly basis
- The formation for the Community Liaison Group would include a representative selection of organisations and neighbours



The former Stag Brewery site seen from the bridge

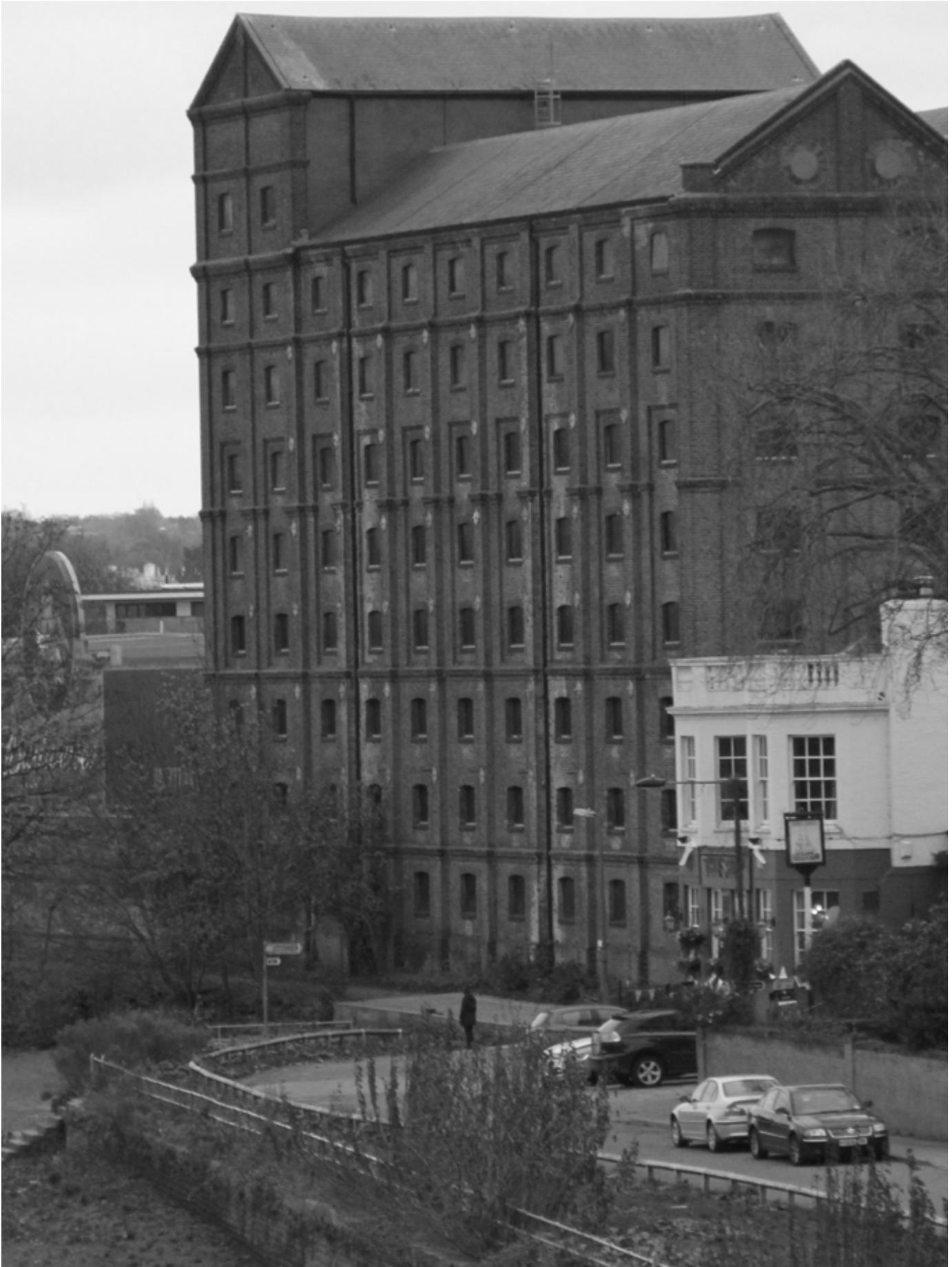
5.6. CONCEPT MASTERPLAN

Based on initial conversations with local residents and stakeholder groups throughout the first stage, the project team developed the first concept designs. A detailed overview of how these conversations informed the concept masterplan can be seen in Section Eight.

- |   |  |
|---|--|
| <span style="color: purple;">■</span> Residential | <span style="color: red;">■</span> Community use     |
| <span style="color: cyan;">■</span> School        | <span style="color: green;">■</span> Cinema          |
| <span style="color: red;">■</span> Health         | <span style="color: grey;">■</span> Hotel building   |
|   | <span style="color: orange;">■</span> Commercial use |
|   | <span style="color: teal;">■</span> Gym              |



Concept masterplan designs developed at the end of Stage 1 and presented in Stage 2



The Maltings Building

## SECTION SIX

### STAGE 2: MASTERPLAN DRAFT (MARCH 2017 – APRIL 2017)

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#### 6.1 AIMS AND OBJECTIVES

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**Aim:**

- The aim of Stage Two consultation was to consult the community on the concept designs and develop a draft masterplan informed by local feedback further developing on what was received during Stage 1.

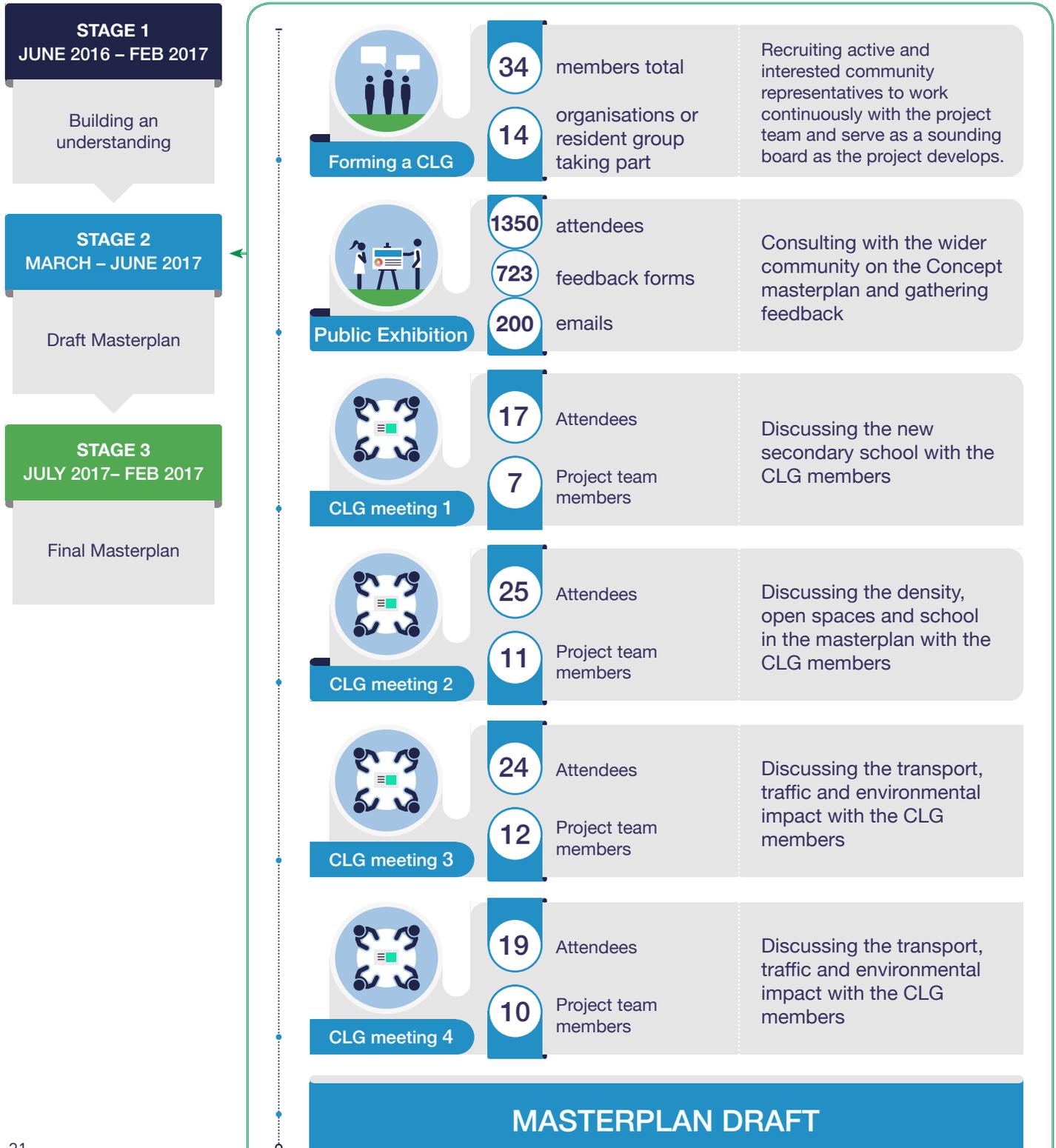
**Objectives:**

- Consult on the emerging designs with the wider community
- Establish Community Liaison Group (CLG)
- Consult on the emerging designs in-depth with the CLG
- Revise the emerging designs based on feedback gathered from the wider community and the CLG

## 6.2 OVERVIEW OF CONSULTATION ACTIVITIES

The diagram below shows the consultation activities undertaken and the number of people engaged throughout Stage 2 consultation. At

the end of this stage, draft masterplan was developed informed by the local feedback gathered.



### 6.3 FORMING THE COMMUNITY LIAISON GROUP

The CLG was established in March 2017 to serve as a continuous sounding board for the project throughout the course of its development leading up to the planning application. A total of 10 local residents and 24 local organisation representatives from 14 different groups and organisations were part of the CLG.

The extended period of pre-consultation work carried out since June 2016 enabled identification and building of relationships with numerous local groups. In February 2017, an initial list for the Community Liaison Group was drafted from the connections formed. The community links officer from LBRuT reviewed this list and made further suggestions for inclusion. The list was again reviewed and finalised following the public exhibition held in March.

Meetings with the CLG were arranged in the crucial periods of project design, coinciding with priority themes as identified in the first public exhibition, namely: traffic, transport and environmental impact; the school and playing fields; layout, density, landscaping and architecture; and a summary session.

At the first CLG, additional suggestions to extend representation to other groups was welcomed. From this call representation from the Thomson House Parents Voices Group was added. An invitation was also extended to St. Mary Magdalen's Primary School, however the CLG series clashed with another event, and a representative was unable to attend.

#### List of participating groups

- Barnes & Mortlake History Society
- Mortlake Brewery Community Group
- Thomson House Parents Voices Group
- West London River Group
- Mortlake with East Sheen Society
- Richmond Cycling Campaign
- Thomson House School
- Barnes Community Association
- LBRuT, Community Links
- Friends of Mortlake Green
- Towpath Group

#### Resident Groups/Residents

- Waldeck Road & Waldeck Terrace (resident group)
- Thames Bank, Varsity Row, Parliament Mews (resident group)
- Chertsey Court Action Group
- Williams Lane
- Chiswick

## 6.4 FIRST PUBLIC EXHIBITION: EVENT AND FINDINGS

Date and time	Place	Attendance	Feedback
Wednesday 8 March 2017   4pm–8pm	Former Stag Brewery Sports Club	255	723 feedback forms were filled in
Thursday 9 March 2017   4pm–8pm		216	
Saturday 11 March 2017   9:30am–2pm		378	
Friday 17 March 2017   12pm–5pm		261	
Saturday 18 March 2017   10am–3pm		177	

### Event format

The first public exhibition was an opportunity to present to the wider community the first masterplan draft based on early consultation and research done by the project team. The exhibition was held over a five-day period across two weeks including two Saturdays and two weekday evenings.

In addition to public open days, a preview was

held for local councillors and for key community stakeholders. These previews gave local councillors and stakeholders an opportunity to view and discuss at length the proposals displayed with the project team.

Visitors were requested to sign in on arrival and the project team was present at all times to give explanations and answer questions. Attendees were encouraged to leave their feedback through feedback forms. Three-page feedback forms were made available for people to complete at the exhibition or post in the two weeks after the event.

### Publicising the exhibition

Invitations for the exhibition were sent to 5,424 addresses in the area and advertised in the Richmond & Twickenham Times. A banner with the exhibition dates was hung on the Stag Brewery site entrance facing Lower Richmond Road. The event was also advertised on the former Stag Brewery website.

### The concept masterplan presented

The concept masterplan was presented, along with the key facts and benefits proposed, first sketches of the development, and comprehensive explanations of the transport research conducted and interventions proposed.

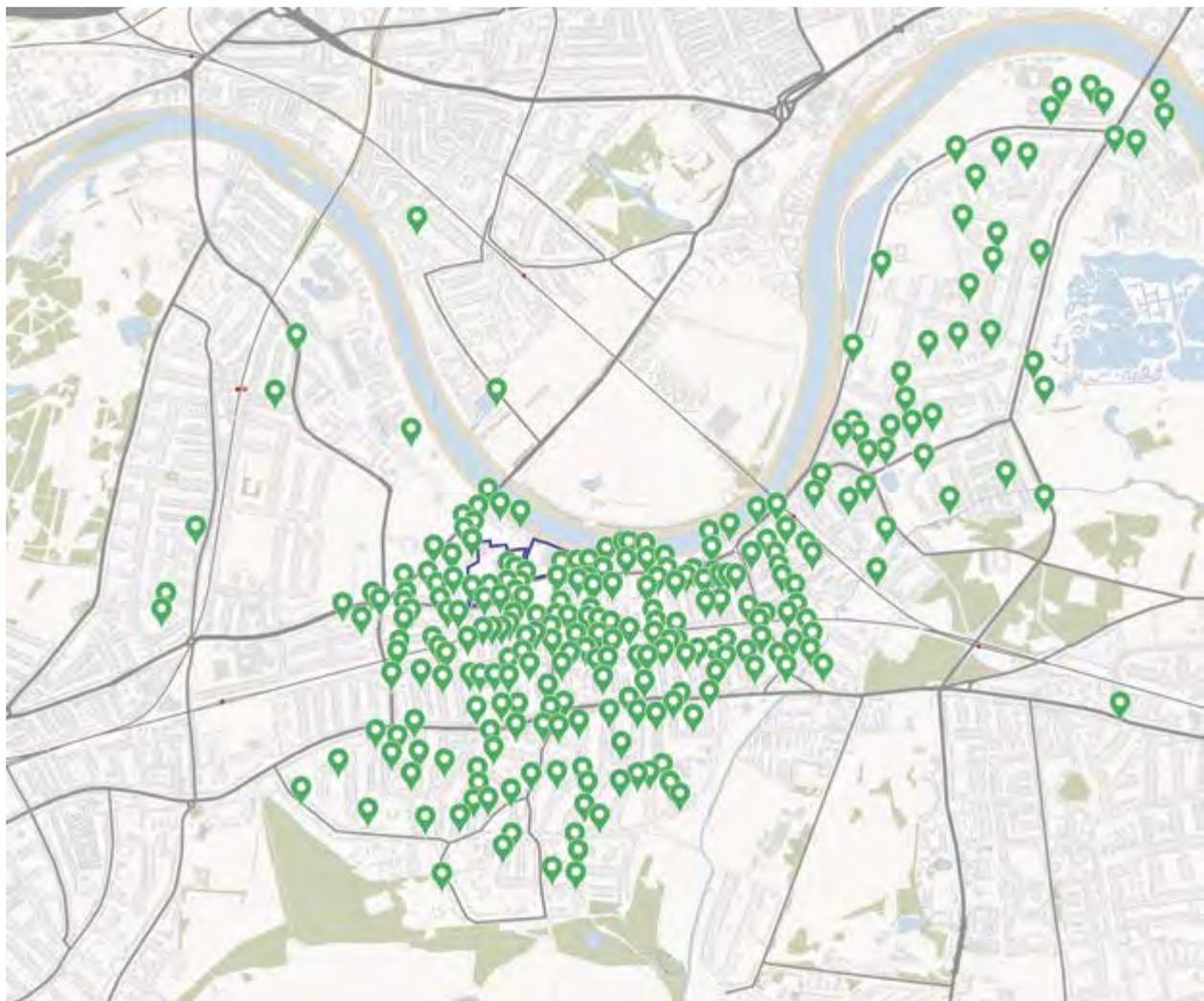
The exhibition contained 15 exhibition boards, displayed on easels. The boards were titled:

- Welcome
- Project team
- History of the site
- Context and constraints
- 2011 SPD
- Proposed layout
- Proposed masterplan
- Key areas
- Mixed uses
- Landscaping and open space (x2)
- Secondary school
- Next steps
- Transport context
- Chalkers Corner transport solution
- Detailed transport solutions

You can see examples of some of the exhibition boards below, and all the boards can be found in appendices.



Some exhibition boards from the First exhibition



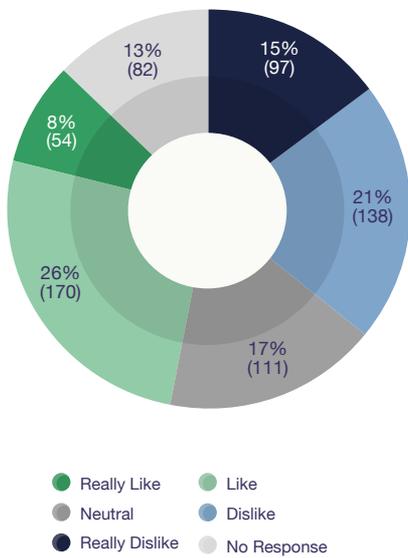
Map of attendees that left their feedback from the first Public Exhibition

## Feedback findings

The feedback form prompted attendees to express their opinion, concerns or to make suggestions about the masterplan through a series of thematic closed questions, and other open-ended questions.

### Overall opinion

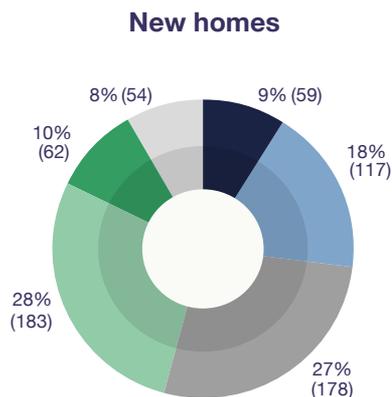
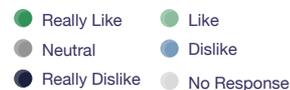
723 responses received



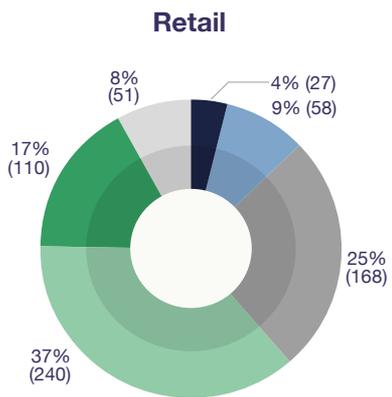
First public exhibition

**a. Feedback forms: multiple choice questions**

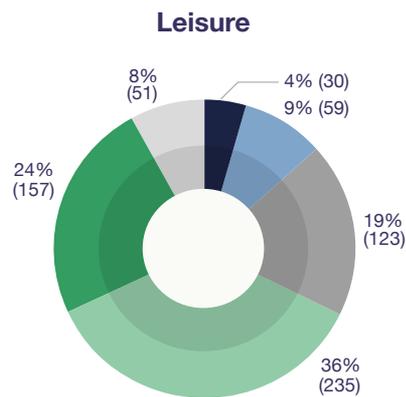
Attendees were prompted to express how they feel about different aspects of the proposed masterplan.



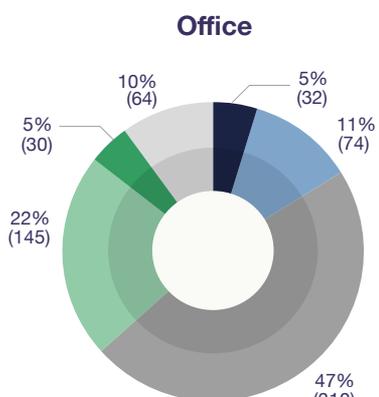
653 responses received



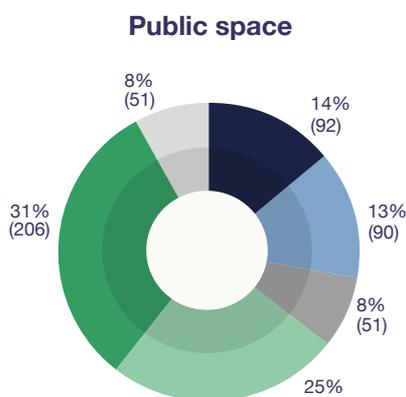
654 responses received



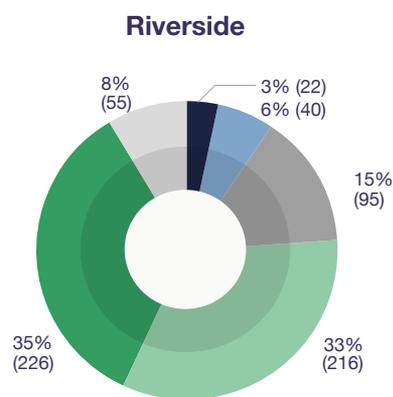
655 responses received



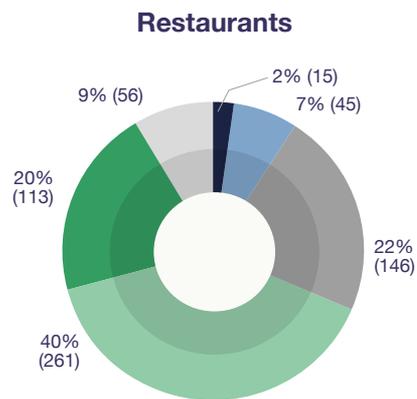
655 responses received



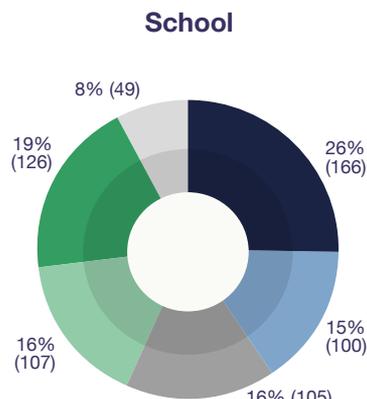
653 responses received



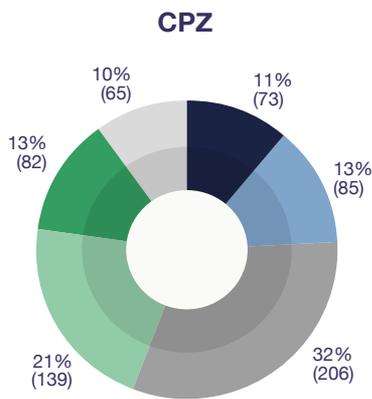
654 responses received



654 responses received



653 responses received



650 responses received

**b. Feedback forms: open-ended questions**

Attendees were asked what ‘they liked most’ and what ‘they liked least’ about the masterplan, an opportunity to freely express any opinion, concern or suggestion.

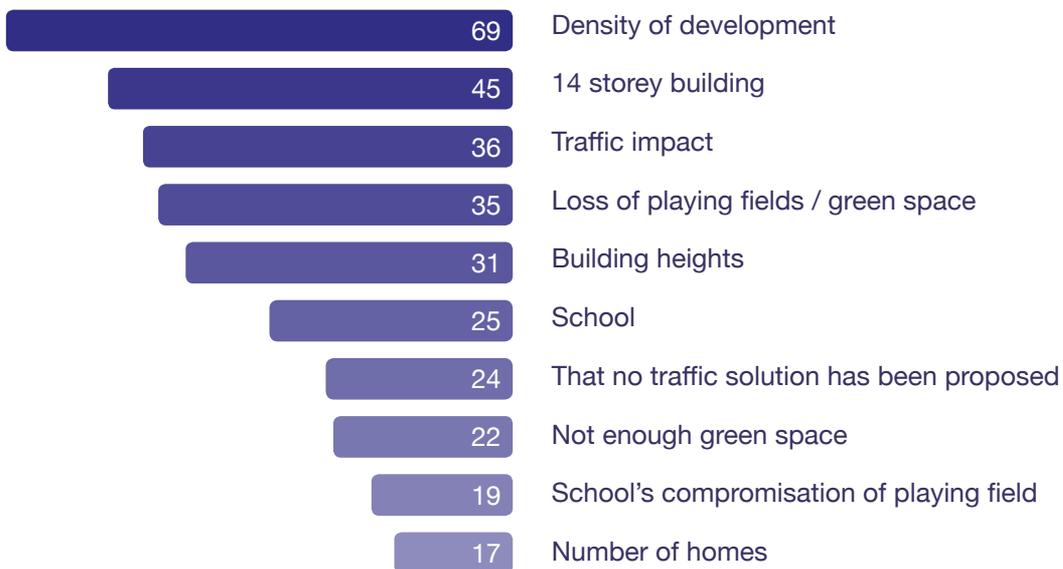
**Support**

Top comments



**Concern**

Top comments



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### c. Conversation feedback from exhibition

The following summary outlines some of the recurring discussions that took place during the exhibition between the project team and local attendees:

#### School

- There was debate regarding the requirement of a secondary school, there was assertion that the evidence base supplied by LBRuT was erroneous
- Some people supported the school, stating that nearby schools were over-subscribed
- Others felt there was need for a school, but suggested other locations in LBRuT
- There was also concern about the position of the school in relation to the existing sports fields
- Some also questioned whether there was adequate recreation space provided for the school

#### Transport

- The transport data presented was questioned by some, who felt that it did not reflect their personal experiences of traffic in the area
- Concerns surrounding the level-crossing took precedence in conversations
- The proposal made for Chalker's Corner was questioned, residents believed that a holistic transport strategy was required, to include train capacity and bus routes.

#### Landscape and green space

- There was considerable concern for the loss of playing field expressed by attendees
- Improvements to the towpath were generally welcomed, but the quiet nature of the area also highlighted

- At this stage building heights and density were not discussed extensively

- Many did however comment on the Marker Building, which was deemed inappropriate to the area due to its proposed height

#### Residential

- Affordable housing provision was very important to local residents
- People were also concerned that housing should not be sold off to foreign investors

#### Commercial uses

- Varied responses were received for the commercial uses proposed. The gym, cinema, and hotel were viewed positively by some, negatively by others
- It was noted that there is a good cinema in Barnes. Some had an aspiration of this for Mortlake, others thought it was unnecessary



39 First Community Liaison Group meeting

## 6.5 COMMUNITY LIAISON GROUP MEETING 1: THE NEW SCHOOL

Date and time	Place	Attendance	Feedback
25.04.201 7pm-8.30pm	Stag Brewery Sports Club	<p>Team: Darmouth Capital Squire and Partners Gerald Eve Soundings</p> <p>Attendees: (17 total) MBCG Mortlake with East Sheen Waldec Road &amp; Waldech Terrace LBRuT Community Links Richmond Cycling Campaign Thomson House School Williams Lane Barnes and Mortlake History Society Barnes Community Association Local residents</p>	Minutes recorded and published. Key emerging issues and questions raised informed the masterplan development.

The first CLG meeting was introduced the CLG members to the project timeline, the consultation programme, the expectations and next steps. The themes for the future CLG meetings were also presented. These were based on the emerging priority themes for the local community, identified from the feedback gathered during the first public exhibition. In addition, changes proposed following the public exhibition feedback were discussed, including the hotel being reduced to 15 rooms, and the school location changed.

### Agenda

- Introductions
- Introducing the Community Liaison Group
- Summary of feedback from public consultation
- Brief overview of masterplan, including changes since March Public exhibition
- Detailed review of proposed position and location of school and playing fields
- Q&A

**Key issues raised by CLG members:**

- The feedback forms on the exhibition were difficult to fill in with some questions and question formats not clear enough
- The football pitch should allow for community use and the impact of lighting on surrounding residents should be considered
- The football pitch should be bigger and less space taken by residential buildings. The possibility to turn these buildings into town houses should be considered.
- Access to school should be designed in a manner that encourages cycling and walking
- Hotel size should be bigger than 15 rooms.
- The majority of attendees agreed that the changed school location and position are better than previously, however several attendees stated that the MBCG suggested location proposal, putting the school to the east of the fields, is still preferred. Most attendees felt strongly about the number of pupils and the size of the school being too big.

**Actions taken by project team in response to issues raised:**

Most issues raised, along with additional questions during the discussion were answered by the project team or further discussed. Where possible, actions were taken in response to the issues raised, namely:

- The MBCG school location proposal was developed and tested to be discussed at the following CLG meeting, and additional alternative school location adjustments were developed
- The hotel was enlarged to 20-25 rooms
- Transport consultants began working on a comprehensive cycling strategy. A separate one-to-one meeting with Richmond Cycling Campaign representative was set to discuss ideas.
- 



Second Community Liaison Group meeting

## 6.6 COMMUNITY LIAISON GROUP MEETING 2: DENSITY, OPEN SPACE AND SCHOOL UPDATES

Date and time	Place	Attendance	Feedback
16.05.2017 7pm-9pm	Stag Brewery Sports Club	<p>Team: Darmouth Capital Squire and Partners Gerald Eve Peter Brett Associates Waterman Group Gillespies Soundings</p> <p>Attendees: (20 total) MBCG Thomson House Parents Voices Group West London River Group Barnes and Mortlake History Society Towpath Group Thames Bank Mortlake with East Sheen Waldeck Road &amp; Waldeck Terrace Richmond Cycling Campaign Thomson House School Williams Lane Barnes Community Association LBRuT Community Links Chertsey Court Action Group Local residents</p>	Minutes recorded and published. Key emerging issues and questions raised informed the masterplan development.

The second CLG meeting followed up on the school location discussions from the first meeting, the project team developed the MBCG school proposal received to provide a comparison with the current proposals for all to discuss. The density and housing unit numbers, in terms of SPD and policy requirements formed another design topic. Finally, the landscape consultants presented the public and green space strategy.

### Agenda

- Review minutes from previous CLG meeting
- Squire present school location research and findings
- Squire/Gillespies presentation on density
- Q&A
- Gillespies present landscape and open space strategy
- Q&A

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**Key issues raised by CLG members:**

- The access to the school should be more oriented towards cycling and walking
- The heights and densities should not surpass the SPD guidance
- All open spaces should be publicly accessible
- The view towards the river isn't good enough. The green link should be wider to enable a real view.
- The road crossing on Lower Richmond Road should be better addressed
- Units should not be marketed overseas
- Flood defence wall that is being worked on should be considered when planned
- The management of the open space should be taken into consideration
- The riverside should be used more for activities such as a rowing club
- There should be good balance of ground floor uses
- Analysis on shadows should be done
- There is an interest to discuss health spaces with GPs in the area, to developed a shared approach to health which might need some design adjustments

**Actions taken by project team:**

Most issues raised, along with additional questions during the discussion were answered by the project team or further discussed. Where possible, actions were taken in response to the issues raised, namely:

- Green link was widened and relocated to open a full view towards the river from Mortlake Green
- Additional options for the Lower Richmond Road crossings were reviewed, an option removing the crossing from the corner was selected
- Discussion was open to include a rowing club on site

### 6.7 COMMUNITY LIAISON GROUP MEETING 3: TRANSPORT, TRAFFIC AND ENVIRONMENT

Date and time	Place	Attendance	Feedback
06.06.2017 7pm-9pm	Stag Brewery Sports Club	<p>Team: Dartmouth Capital Squire and Partners Gerald Eve Peter Brett Associates Waterman Group Gillespies Soundings</p> <p>Attendees: (24 total) MBCG West London River Group Waldeck Road &amp; Waldeck Terrace Towpath Group Thames Bank Mortlake with East Sheen Richmond Cycling Campaign Thomson House School Barnes Community Association Chertsey Court Action Group Mortlake Community Association Barnes and Mortlake History Society Williams Lane LBRuT Community Links Local residents</p>	Minutes recorded and published. Key emerging issues and questions raised informed the masterplan development

The third CLG meeting focused on the traffic impact of the proposed development, the transport strategies designed to mitigate this impact and create a new high quality, pedestrian environment; various aspects of the environmental impact assessment (EIA) and general overview of EIA process was shared.

#### Agenda

- Review minutes from previous CLG meeting
- Next steps in consultation
- PBA present transport strategy
- Q&A
- Waterman Group present environmental aspects
- Q&A

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**Issues raised by CLG members:**

- Developments planned or to be delivered in the surrounding area should be taken into consideration
- The impact of the Chalkers Corner intervention on Chertsey Court residents, as mature trees will be lost
- River transport should be considered
- Losing a part of Mortlake Green for the corner pedestrian crossing is a problem
- The level crossing should be considered and Network Rail contacted
- The improved traffic flow on Chalkers Corner might attract additional traffic into the area and further impact pollution
- Public transport, including buses and trains must be considered
- A more radical approach than the 0.8 parking provision proposed should be considered for a future sustainable neighbourhood. A focus on sustainable transport is more needed rather than opening up capacity.
- Cycling access to and from the site is not considered, including from Richmond station and passing Chalkers Corner
- Concerns about current air pollution and how it will only worsen due to traffic
- Community would like to be consulted on environmental impact issues
- Noise on site was commented on, residents ask to be kept informed

**Actions taken by project team:**

Most issues raised, along with additional questions during the discussion were answered by the project team or further discussed. Where possible, actions were taken in response to the issues raised, namely:

- Lower Richmond Road crossing was moved with the new option preserving all Mortlake Green trees
- The Chalkers Corner intervention was amended, with a new option developed that does not improve the traffic flow but only mitigates the impact – aiming not to attract additional traffic into the area
- Chalkers Corner intervention was also amended to enable a cycling access towards the site
- Parking was reduced to 0.75 per household



Fourth Community Liaison Group meeting

## 6.8 COMMUNITY LIAISON GROUP MEETING 4: REVIEW OF MASTERPLAN UPDATES

Date and time	Place	Attendance	Feedback
04.07.2017 7pm-9pm	Stag Brewery Sports Club	<p>Team:</p> <p>Dartmouth Squire and Partners Gerald Eve PBA Gillespies Waterman Group Soundings</p> <p>Attendees: (20 total)</p> <p>Mortlake Brewery Community Group Waldeck Road &amp; Waldeck Terrace Thames Bank Mortlake with East Sheen Williams Lane Chertsey Court Action Group Barnes &amp; Mortlake History Society Friends of Mortlake Green Towpath Group</p>	Key emerging issues and questions raised were recorded and informed the masterplan development.

The fourth CLG meeting was held shortly before the second public exhibition, it provided an opportunity to review the masterplan evolution, discuss any loose-ends, and look at the immediate and future next steps toward the planning application. The session took the format of an open discussion, 36 questions were discussed, covering all key themes. The open-nature of this meeting raised a significant number of issues

### Agenda

- Review minutes from the previous CLG meeting (5 mins)
- Update on the masterplan (30 mins)
- Open discussion

### Issues raised by CLG members:

- Consideration of light spillage onto the river, and shadowing caused by the development
- Members of the CLG and local community would like to see the school limited to 800 pupils
- Suitability of the school location in relation to the local pollution levels
- The site is covered by a TPO order
- Community use, questions whether a cinema or museum are required, what is the potential for a swimming pool?
- Shared use of the school's indoor and outdoor facilities will be available to the community
- To reduce the traffic associated with the site; a slight reduction in density proposed, more radical approaches through car clubs, severely reducing parking are suggested
- Implications on vehicular and pedestrian traffic associated with the school were discussed; the number of pupils, access points on the site, and

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access to playing fields off-site for school use.

- The development could not provide an underpass at the level crossing, due to viability
- Reducing heights, not taking the upper limit on the SPD would be preferred by community
- Density of the site reflects that proposed in the SPD, and is based on the existing density of buildings in the area. Some felt that it is more urban than would be expected in a borough that refers to Village Plans, and suggests looking west to Surrey rather than east to the city.
- Variations of the 209 bus route extension to Kew Retail Park were discussed, and a faster route toward Hammersmith.
- Formal comments from TfL will only be made on the transport statement through the planning process
- Concern for Chertsey Court residents and their local environment
- Communication of the demolition and construction process to the local community is essential
- Archaeological investigations
- Communication of the forthcoming exhibition and improvements to its delivery were outlined

Actions taken by project team:

- Issues of light spillage and shadowing have been addressed through the EIA, and in the lighting strategy for the site.
- The tree-planting strategy responds to the area TPO; trees on Mortlake Green will not be removed, and 4,000 trees will be planted
- Improvements to the exhibition delivery have been actioned by the community engagement consultants
- Archaeological investigations have taken place on site, and further investigations will be carried out post-planning permission and prior to earthworks commencement.

## 6.9 DRAFT MASTERPLAN

Based on feedback gathered from local residents and stakeholder groups throughout the second stage, the project team developed the draft masterplan that was then presented at the Second public exhibition.

Some of the changes made to the masterplan included widening and repositioning the green link, changing the position of the school, reducing heights in some parts of the masterplan etc. A detailed overview of how the feedback has informed the design changes can be seen in Section Eight.

- |   |   |   |
|---|---|---|
| <span style="color: purple;">■</span> Residential | <span style="color: magenta;">■</span> Care village | <span style="color: lightcoral;">■</span> Community use |
| <span style="color: cyan;">■</span> School        | <span style="color: green;">■</span> Cinema         | <span style="color: teal;">■</span> Gym                 |
| <span style="color: red;">■</span> Health         | <span style="color: grey;">■</span> Hotel building  | <span style="color: orange;">■</span> Commercial use    |



Draft Masterplan developed at end of Stage 2 and presented at Second public exhibition



Second Public exhibition

## SECTION SEVEN

# STAGE 3: FINAL MASTERPLAN

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### 7.1 AIMS AND OBJECTIVES

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#### **Aim**

- To refine the draft masterplan and develop the final masterplan informed by local feedback

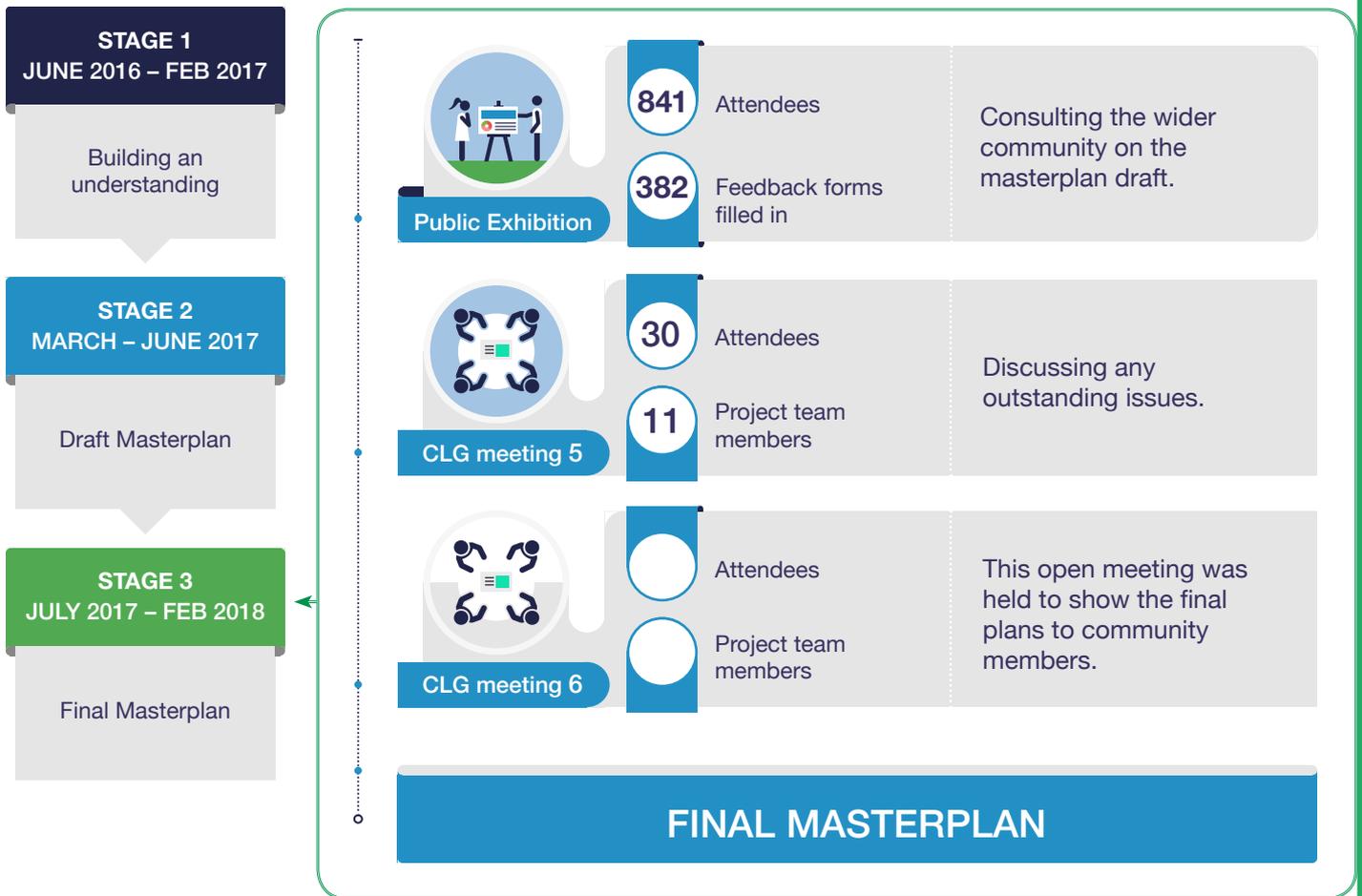
#### **Objectives**

- Consult on the masterplan draft with the CLG members
- Consult on the masterplan draft with the wider community
- Address any outstanding issues and concerns

## 7.2 OVERVIEW OF CONSULTATION ACTIVITIES

The diagram below shows the consultation activities undertaken and the number of people engaged throughout Stage 3 consultation. At

the end of this stage, the final masterplan was developed informed by the local feedback gathered.





Second Public exhibition

7.3 SECOND PUBLIC EXHIBITION: EVENT AND FINDINGS

Date and time	Place	Attendance	Feedback
Thursday 13 July   4pm-8pm	Stag Brewery Sports Club	229	Total of 382 people left their feedback: • 46 filled paper feedback forms at exhibition • 24 mails feedback forms later • 296 people filled online survey • 11 people wrote emails
Friday 14 July   12pm-6pm		233	
Saturday 15 July   10am-4pm		379	

**Event format**

The second public exhibition shared with the wider community the masterplan draft, which had been informed by the feedback received through the first exhibition and from the Community Liaison Group over the previous three months. The exhibition was held over a three-day period including a weekday evening and a Saturday.

Two dedicated previews of the exhibition were held on the morning and early afternoon of Thursday 13 July: the first for Council members, the second for Community Liaison Group members.

Visitors were counted by the team on arrival and encouraged to leave their details to be added to the mailing list. The project team was present at all times to give explanations and answer questions. Attendees were encouraged to leave their feedback through feedback forms. Three-page feedback forms were made available for people to complete at the exhibition or post in the two weeks after the event. Additionally, an online feedback form was made available from 13 July – 31 July and a project business card was distributed at the event to advertise the online feedback form web link.

**Publicising the exhibition**

Invitations for the exhibition were sent to 5,424 addresses in the area and advertised in the Richmond & Twickenham Times. E-mail invitations and reminders were sent to 776 subscribed to the Stag Brewery info mailing list at the time three times: to announce the exhibition

dates 2 weeks ahead, to inform that the exhibition boards and feedback form are online and to remind about the approaching deadline to leave online feedback. Additionally, 300 invitation flyers were distributed on the Barnes Faire by a CLG member. A banner with the exhibition dates was hung on the Stag Brewery site entrance facing Lower Richmond Road. The event was also advertised on the Stag Brewery website.

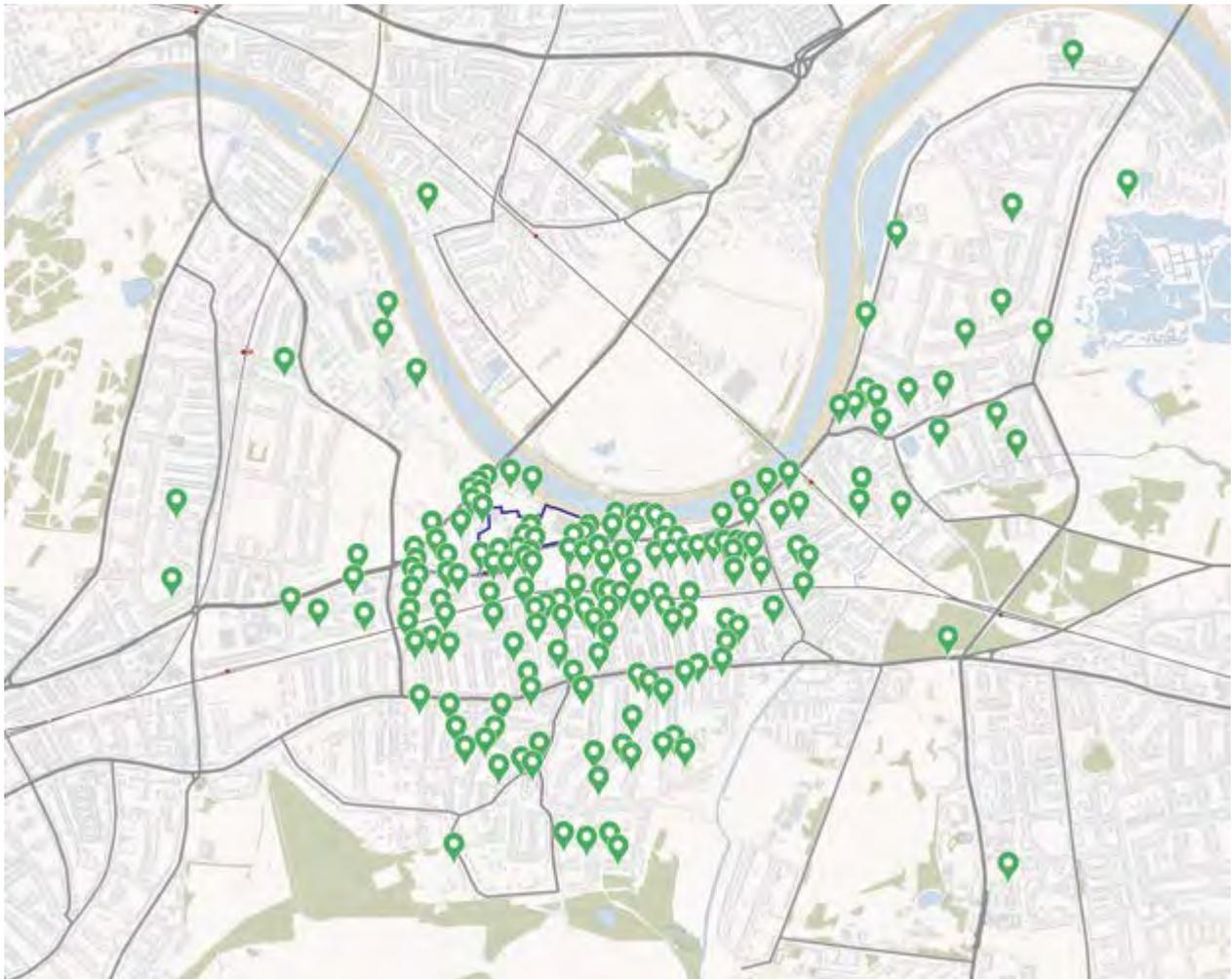
**The masterplan draft presented**

The masterplan was presented, along with more details about the housing, transport strategy, advanced CGIs, as well as all the design changes made as a result of local feedback.

The exhibition contained 12 exhibition boards, displayed on easels. The boards were titled:

- Welcome to the exhibition
- Design changes made
- Key benefits
- New homes
- A new part of Mortlake
- Public parks & open space
- Green routes
- Transport & traffic (x2)
- Current masterplan proposal (x2)
- Working with the community

You can see examples of some of the exhibition boards below, and all the boards can be found in appendices.



Map of the attendees that submitted feedback from the second public exhibition

**Feedback findings**

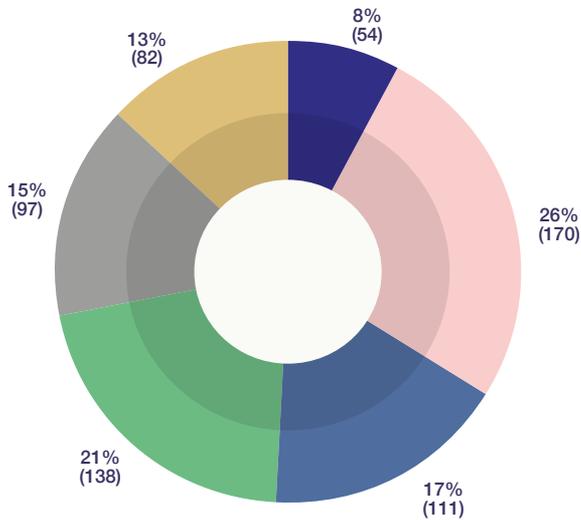
The feedback form prompted attendees to express their opinion, concern or suggestion about the masterplan both through thematic questions, as well as through open-ended questions.

The questions were structure to focus on two things: gathering feedback on the masterplan changes that have been made and whether these have responded well to earlier community feedback; and gathering general feedback on any outstanding issues and concerns regarding the masterplan draft. An overview of the feedback received can be seen below.

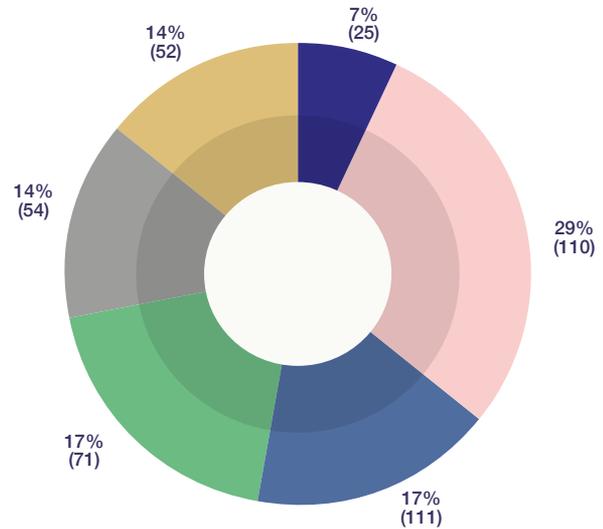
**a. Feedback forms: multiple options questions**

This section asked respondents for feedback on specific changes made to the masterplan since the March exhibition. Guided by the critical feedback after the first exhibition, the questions were more descriptive and in addition to the multiple options, each question included an opportunity for open comment.

**First exhibition March 2017**



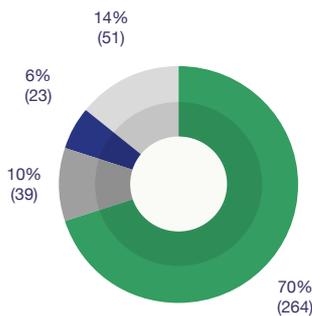
**Second exhibition July 2017**



● Really Like  
 ● Like  
 ● Neutral/Don't Know  
 ● Dislike  
 ● Really Dislike

### 1. Wider green link

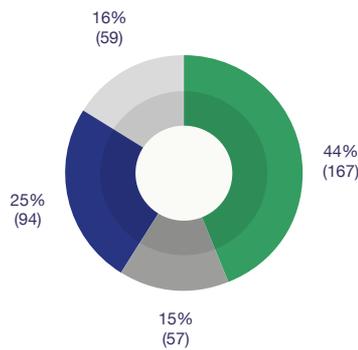
The green pedestrian link, connecting Mortlake Station to the river has been widened from 22m to 30-38m.



• People not supporting this change typically wanted to see the green link made even wider.

### 2. School position changed

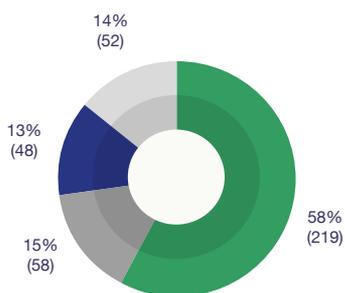
The school position has been changed to keep the current open view, maintain a playing pitch of football size and allow provision of a public park fronting Lower Richmond Road.



• People not supporting this change were typically not happy with residential buildings on the playing fields, the reduction of the playing fields, the fact that there is school on this location at all, or the size of the school.

### 3. Hotel size reduced

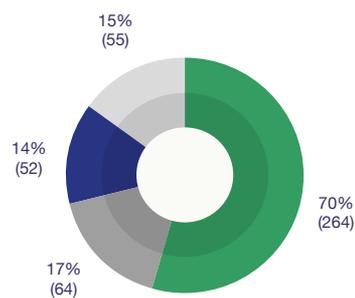
The previous proposal contained a 200 bed hotel. This has been removed and a small boutique hotel with approximately 20 rooms is proposed.



• People not supporting this change typically did not want a hotel in the area at all, with some commenting that a hotel of this small size would not be viable.

### 4. Cycling access improved

A comprehensive cycling scheme is proposed through the site. Chalkers Corner proposals include cycle lanes between Lower Richmond Road and TfL's A316 cycle corridor.

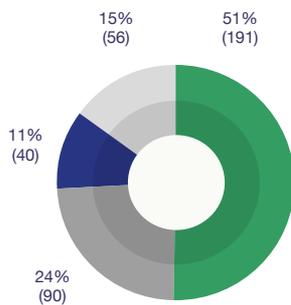


• People not supporting this change typically had two reasons: not being happy with the interventions done on Chalker's Corner or being concerned for pedestrian safety on shared pedestrian/cycle paths.

● Support    ● Neutral/Don't know    ● Don't support    ● No answer

### 5. Extra underground parking

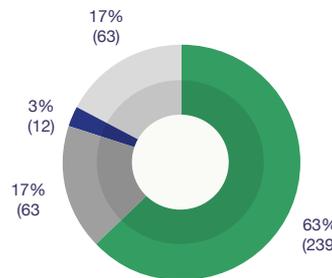
An additional access to the underground car park has been introduced from Mortlake High Street, to relieve pressure from Lower Richmond Road.



- People not supporting this change were often unsatisfied with the parking proposals.
- Many residents ticking 'neutral' were not clear on where the entrances are

### 6. Pedestrian crossing moved

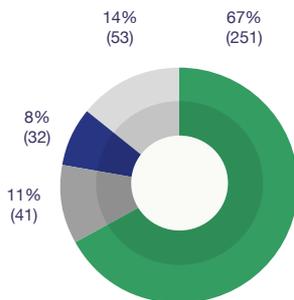
In the previous proposal, the corner crossing of Lower Richmond Road led to the loss of trees. The relocated crossing allows for space to provide a new public square at the principle scheme entrance, and no trees are lost.



- Most people supported this change, the few unsupportive or 'neutral' were unclear of whether any changes would take place in Mortlake Green, and were expressing that they would not support any changes here.

### 7. Heights reduced along William Lane

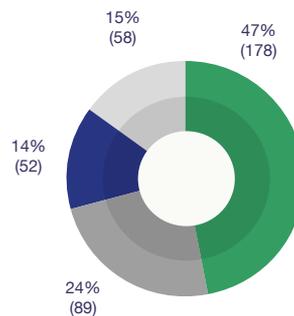
All the buildings along Williams Lane have been reduced to 3 storeys in height.



- Most people supported this change. People not supporting this change or ticking neutral commented either that 3 storeys is still too high, that there should be no residential buildings on the playing pitch, or that the heights should be reduced on the entire site and not just along one road.

### 8. Affordable housing confirmed

Based on current proposals, the scheme could deliver up to 200 affordable homes.



- While almost everyone supported affordable housing on site, most people commenting 'don't support' or 'neutral' were skeptical about the commitment to deliver affordable homes, commenting that 'could' and 'up to 200' do not been much, and a firm commitment of minimum number of affordable homes and a promise that this will not be changed later in the project as in many other developments is needed.

Key

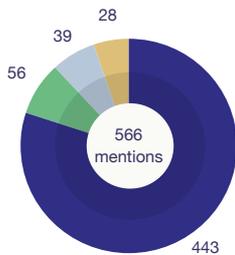
- Support
- Neutral/Don't know
- Don't support
- No answer

**b. Feedback forms: open-ended questions**

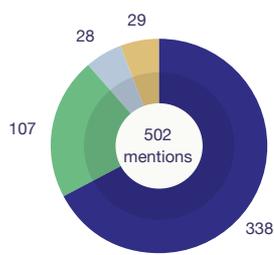
People were asked what they thought about the masterplan draft through two open-ended questions: “What did you like most” and “What did you like least” about the proposals shown here today. The open-ended nature of the question enabled the residents to freely express their priorities and concerns. The answers to these questions were collated and qualitative data analysis was conducted. The main findings are shown below.

**Most commented themes**

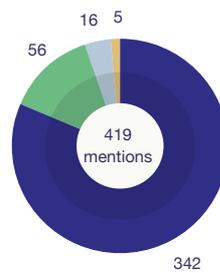
The diagram below shows the themes that were most often mentioned in the comments received. Each pie chart represents a theme, and each theme is divided into comments that were supportive of different aspects, or expressed a concern, suggestion or clarification (questions that people wanted to ask). The most common topics mentioned remain relatively similar to the first exhibition, namely: Transport and traffic (566 mentions), new homes: heights and density (502 mentions) and the school (419 mentions).



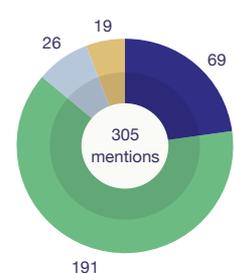
Transport & traffic



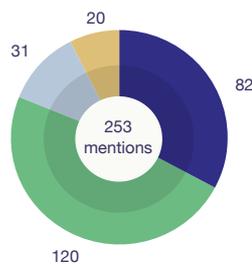
New Homes: heights and density



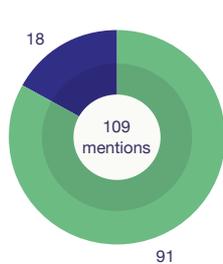
School



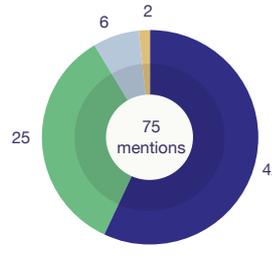
Public green and open spaces



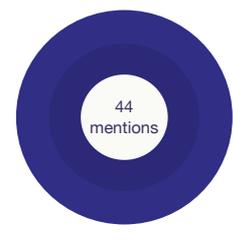
Mixed uses: commercial, retail, offices, leisure uses



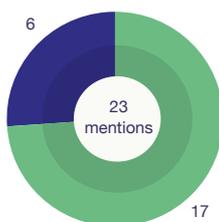
Overall development



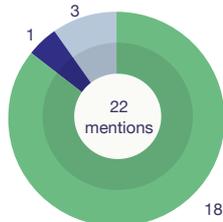
Architectural style, urban design and heritage



Environment



Consultation



Health

**2318**

Total number of separate comments

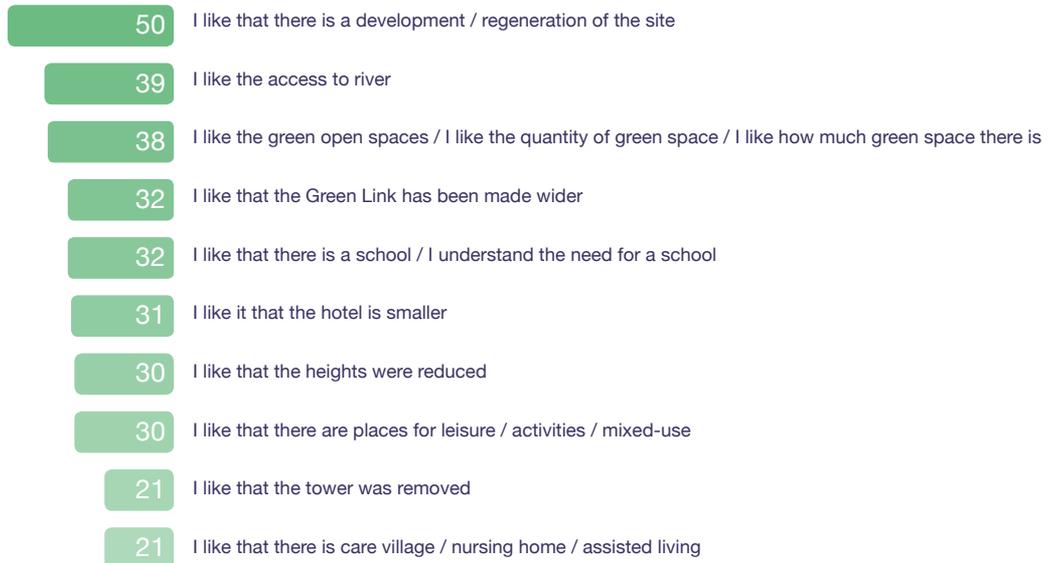
● Support ● Concern ● Suggestion ● Clarification

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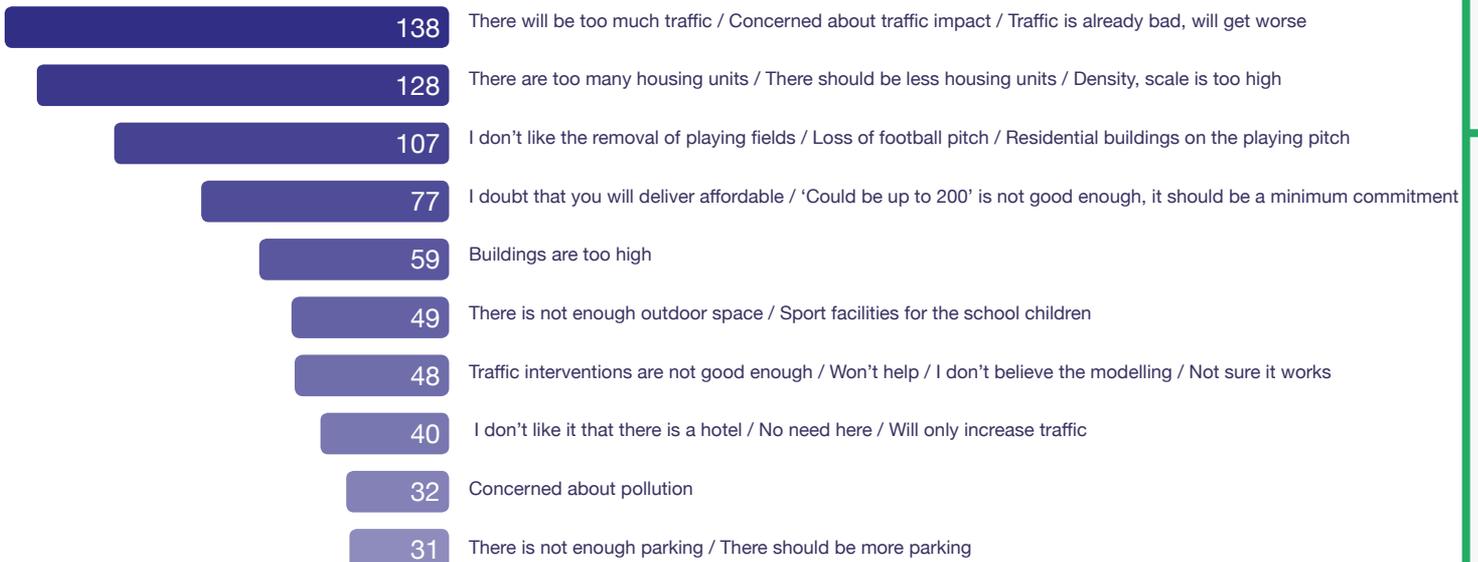
## Support

### Top comments



## Concern

### Top comments



### c. Conversation feedback from exhibition

#### School

- People were still concerned about the size of the secondary school, however much less than previously as most had accepted this to be a council requirement and a necessity of the area
- A number of people considered the open space for the school to be too small
- There were concerns that the minimal parking provision for the school will not work, as many asserted that some older children will still be dropped off, and that a lack of parking will detract staff from working at the school, particularly as public transport provision is limited.

#### Transport

- People wanted to know which public transport improvement will take place and if there will be a bus turnaround next to the school
- Continuous concerns about the traffic impact and whether the Chalkers Corner intervention will mitigate it
- Level crossing was also continuously brought forward as a key issue
- Parking – comments were split between people saying that there were too many spaces which would create traffic problems, and people saying there aren't enough spaces, particularly for visitors
- People were generally supportive of a CPZ, although many expressed anger for potentially having to buy permits

#### Landscape and green space

- Attendees continued to express concerns about the perceived loss of the playing fields
- Many wanted to understand how would the green public spaces be managed and maintained
- People were very supportive of the widened and changed green link and increased green spaces
- General support of the towpath and riverside walk

#### Residential, heights and density

- Many still raised concern regarding the heights and density of the development, but were acknowledging the masterplan to be an improvement from the previous public exhibition
- Majority of attendees expressed support for the tower being removed
- Attendees were keen to understand a firm number of affordable housing units and a commitment to a minimum number
- Moreover, they were keen to understand what is meant by affordable housing and the tenure/type of housing to be provided
- Attendees enquired about the expected prices of residential apartments and assisted living

#### Assisted living and healthcare

- Public seemed very enthusiastic about the assisted living and health care elements of the development

#### Community uses

- People were very supportive of community use and some suggestions for the use were given (micro-brewery, language centre, swimming pool, river-based activities etc.)

#### Commercial uses

- Will there be provision of flexible office space for locals – e.g. v short term leases.
- Some attendees feared the retail and cinema would harm the local retail nearby
- General desire for the retail and restaurants to be more local and less big chains

#### Next steps, phasing and construction

- Residents enquired about the timeline of the proposed development, when will work start on site and when will the whole development be completed
- In addition, residents wanted to know how will demolition and construction impacts be mitigated and how will demolition and construction take place, particularly in regard to traffic flows
- People suggested use of the river for construction transport

7.4 COMMUNITY LIAISON GROUP MEETING 5: DISCUSSING THE LATEST MASTERPLAN UPDATES

Date and time	Place	Attendance	Feedback
19.09.2017 7pm-9pm	Stag Brewery Sports Club	<p>Team:</p> <p>Dartmouth Squire and Partners Gerald Eve PBA Gillespies Waterman Group Soundings</p> <p>Attendees: (30 total)</p> <p>Thomson House School Mortlake Brewery Community Group Mortlake with East Sheen Richmond Cycling Campaign Barnes Community Association Williams Lane Chertsey Court Action Group Towpath Group LBRuT Mortlake Community Association</p>	Key emerging issues and questions raised were recorded and informed the masterplan development.

The fifth CLG meeting reviewed the masterplan evolution and community feedback that had informed it, and provided an opportunity to openly discuss all outstanding issues with CLG members. The CLG meeting took the form of an open informal discussion, where the latest plans were displayed on boards and CLG members could discuss and ask questions to the team members.

Following the last CLG meeting, one-to-one meetings with different groups were held in the period leading up to the planning application.

**Outstanding issues raised by CLG members:**

- Concerns about traffic congestion and pollution as a result of density continue to be raised
- The residential buildings on the current playing fields are considered an issue, with attendees preferring that area to remain empty
- It was enquired whether it is possible to move the car park entrance away from Mortlake High Street for aesthetic reasons
- The Chalkers Corner intervention and air pollution impact on Chertsey Court residents
- Interests were expressed for the community use in the Maltings building, and the Applicant is continuing communications with community groups regarding the community spaces

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## 7.5 COMMUNITY LIAISON GROUP MEETING 6: PRESENTING THE FINAL MASTERPLAN

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A final presentation of the masterplan is to be showed to members of the CLG on Monday 12th February 2018. This presentation, led by Squire and Partners, will be a factual viewing of the application details that have been submitted as part of this application.

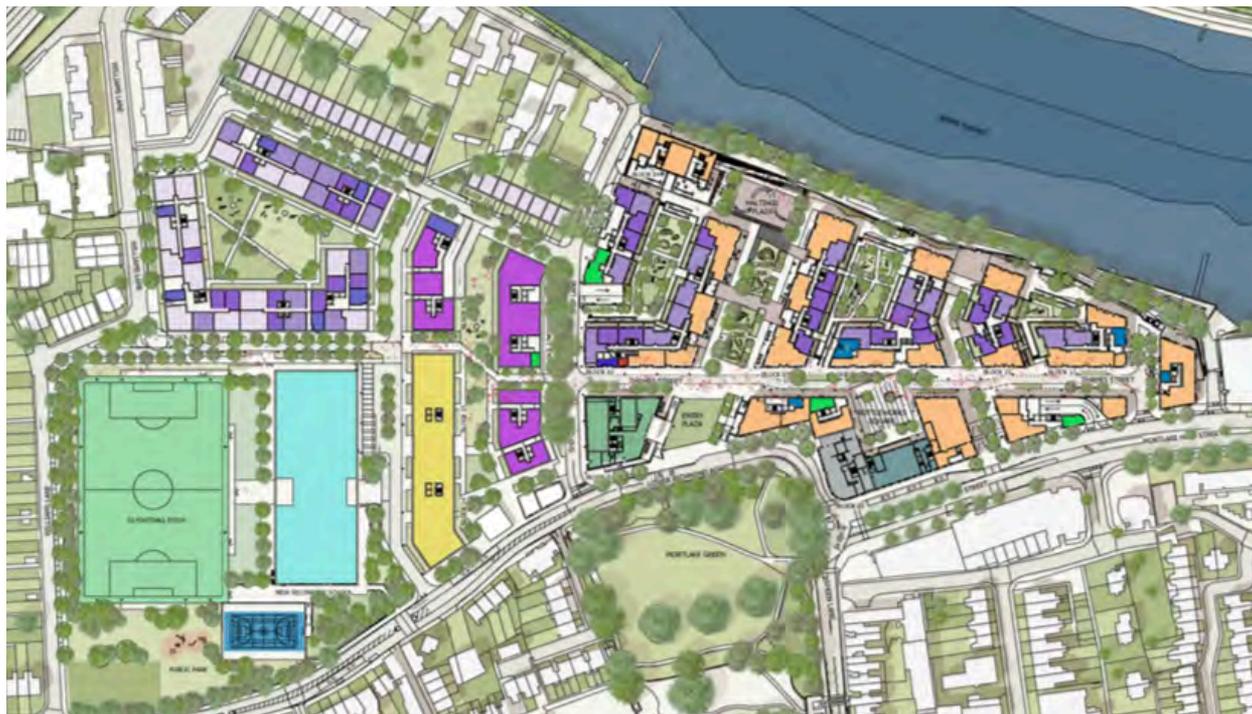


## 7.6 FINAL MASTERPLAN

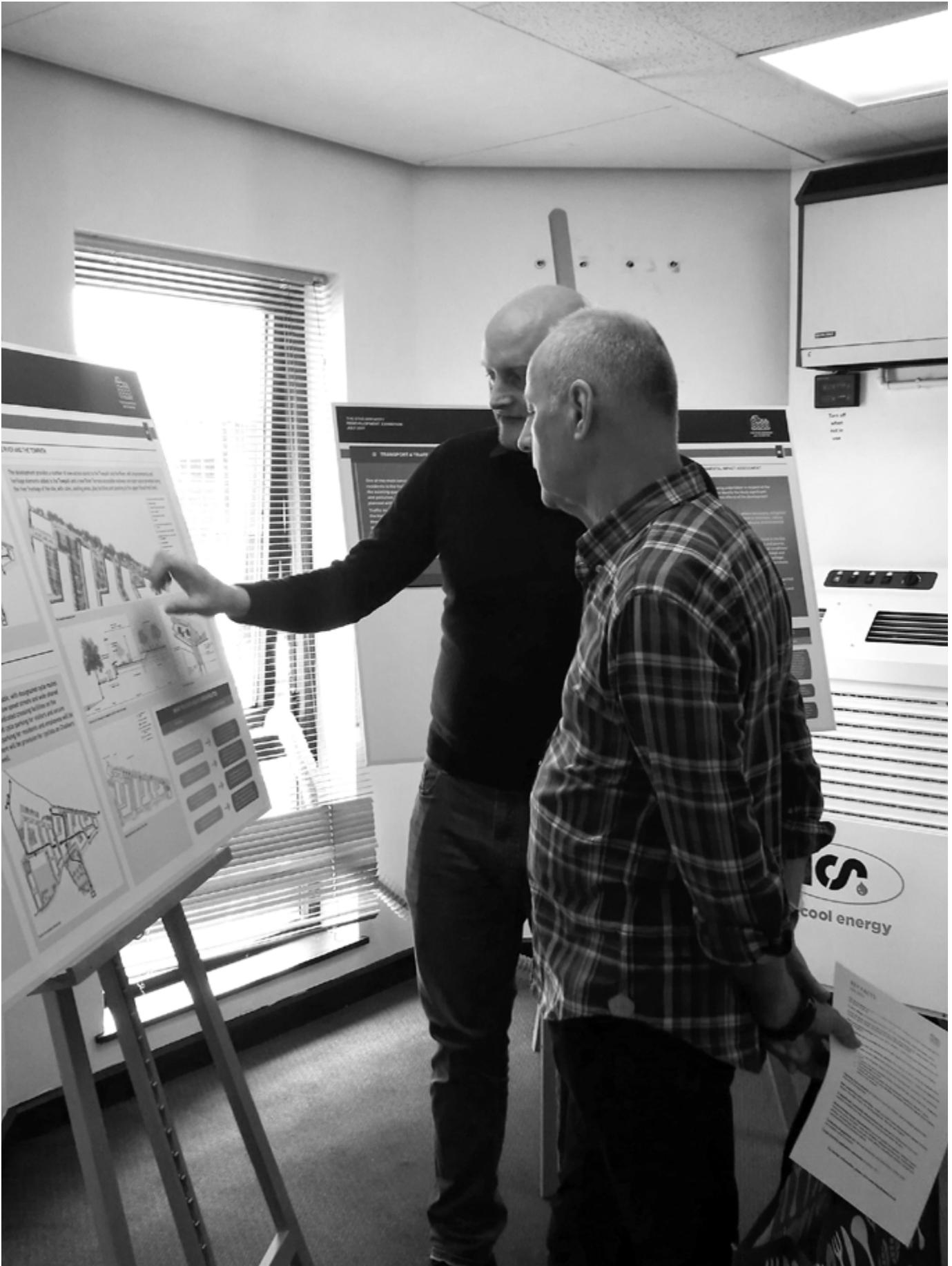
Throughout the Stage 3 consultation, final amendments and adjustments were made to the draft masterplan, leading the final masterplan being submitted.

Based on community feedback received, as well as on discussions with statutory consultees, changes to the draft masterplan included the removal of the residential buildings from the playing fields, the repositioning of the school, the change of architecture throughout the site etc. A detailed overview of the changes made informed by community feedback can be seen in Section eight.

- |  |  |   |
|--|--|---|
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #4a4a8a; border: 1px solid black;"></span> Residential    | <span style="display: inline-block; width: 15px; height: 10px; background-color: #8a008a; border: 1px solid black;"></span> Care village   | <span style="display: inline-block; width: 15px; height: 10px; background-color: #e08080; border: 1px solid black;"></span> Community use |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #00b0f0; border: 1px solid black;"></span> School         | <span style="display: inline-block; width: 15px; height: 10px; background-color: #408040; border: 1px solid black;"></span> Cinema         | <span style="display: inline-block; width: 15px; height: 10px; background-color: #408080; border: 1px solid black;"></span> Gym           |
| <span style="display: inline-block; width: 15px; height: 10px; background-color: #808080; border: 1px solid black;"></span> Hotel building | <span style="display: inline-block; width: 15px; height: 10px; background-color: #ffa040; border: 1px solid black;"></span> Commercial use |   |



The final submitted masterplan, developed at end of Stage 3



Second public exhibition

## SECTION EIGHT

# HOW THE MASTERPLAN HAS RESPONDED TO CONSULTATION

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### 8.1 INTRODUCTION

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The key consultation themes that have been the focus of community consultation are elaborated on in the following section.

Proceeding this section, tables present all changes that have been made as a response to community feedback. For reference an illustration of each masterplan accompanies the relevant table.

While the table only covers the concerns that the masterplan responded to, design decisions were also guided by the positive local feedback on different aspects of the masterplan. For instance, the local community strongly supported the provision of publicly accessible green and open spaces and better access to the river from the beginning. Both the green spaces as well as the river access and river walkway were not only maintained, but also increased and improved in the later stages of the masterplan.

## 8.2 KEY CONSULTATION THEMES

### Transport and traffic

Congestion on roads surrounding the Stag Brewery site was brought forward as an existing local problem; traffic on the Lower Richmond Road associated with the level crossing at Mortlake Station was mentioned particularly. Concerns about the traffic impact of the new development was therefore raised from the early stages of consultation.

In response, comprehensive surveys and modelling conducted on site, have been shared by the transport consultants for discussion with the local community.

Throughout the project development, the transport consultants had one-to-one meetings with a cycling campaign representative and with the transport representative of MBCG. These discussions, along with the wider CLG discussions and exhibition community feedback, and discussions with TfL, led to some changes in the transport strategy, namely: the Chalkers Corner junction intervention was adjusted to only mitigate the traffic impact rather than improve the traffic flow, to avoid attracting new traffic flow into the area; A cycling lane was added to the junction, linking the site to the planned TfL Quietway; Cycling lanes across the new site were adjusted to better meet local desire lines; An extra parking entrance was added to the West underground car park from Mortlake High Street; Parking provision was reduced from 0.8 to 0.75 per household.

### Environmental impact and pollution

Another emerging theme has been the air pollution in the area and its potential worsening as a result of additional traffic associated with the development. The Environmental Impact Assessment was therefore discussed in detail at one of the CLG meetings. Concerns were raised about the impact of the Chalkers Corner intervention and the loss of mature trees on Chertsey Court residents, in relation to air and

noise pollution. Following this, the landscape proposals were adjusted to include a larger number of newly planted semi-mature trees aiming to mitigate this impact. In addition, a proposal was developed to include a noise barrier wall on the edge of Chertsey Court.

The preservation of the towpath and the local bio habitat was also brought forward by local residents and activist groups. While proposing to include the towpath in the site management, the proposals include minimal intervention on the towpath itself.

### Homes, density and heights of buildings

The development proposals made were based on the LBRuT Supplementary Planning Document published in 2011. This document was consulted on widely, and was well known by the local community, who referred to this document and process regularly when expressing concerns about the heights of buildings and the density of the development.

Local residents' expectations on housing numbers were based on options communicated during the council consultation, there were however no housing numbers included in the SPD. Many residents continued to demand a reduction of density, as a result, the number of housing units was reduced from 980 (+190 assisted living) at the beginning of the consultation to 667 (=150 assisted living).

Another theme was the heights of buildings. Responding to community feedback, particularly of residents living adjacent to the development, heights of all buildings along Williams Lane were reduced to three storeys. In addition, a tower initially proposed in the development was removed from the scheme following negative feedback from the wider community; and the last floor of many buildings throughout the development was set back.

## The school

The proposal of a secondary school on site has also been a topic of local discussions. While many people support the school, many have also complained that the change from primary to secondary has not been well informed, and that the pupil numbers are much higher than what was originally discussed with the community in 2011.

The school remained a highly commented topic at both public exhibitions.

Residents largely commented on the position and location of the school at both public exhibitions, with many comments criticising its position in relation to the existing playing fields.

MBCG put forward an alternative proposal for school position to the project team. This can be seen in the accompanying Open Space and Playing Pitches Assessment (OSPPA).

The project team discussed the school position extensively within the Community Liaison Group and tested the practical implications of the MBCG proposal. After thorough analysis of several alternatives (see OSPPA for full analysis), the final masterplan positions the school at the location suggested by MBCG, making sure that the requirements regarding access and playing space are addressed.

## Public realm and green space

Preserving the existing green open spaces in the area and providing a lot of green open space in the masterplan proposal was considered very important by the local community.

Two local open spaces have in particular been extensively discussed; the playing fields and Mortlake Green. Testing of early designs for the pedestrian crossing on Lower Richmond Road would have necessitated removal of some mature trees in Mortlake Green, to provide required clear sight lines to the crossing on Lower Richmond Road. This was not acceptable to the design team and following local feedback, this design was revised and the current crossing proposal maintains all trees in Mortlake Green.

Local residents also wanted to see the playing fields, which are currently being used in agreement with the Applicant, to remain the same and open to community use. The masterplan

proposes an adjusted version of the playing fields, which serve as open space for the school during school hours and can be used by the community in agreement with the school. In addition, a community park is planned south of the playing fields to augment the open space.

One of the main criticisms by the local community after seeing the draft masterplan at the Second public exhibition were the low rise residential buildings proposed on the western edge of the current playing fields. Many residents maintained that there should be no buildings here. As a result, in the final masterplan, the buildings were removed from this area, compensating for the loss of units elsewhere on the site.

While very few comments were made at the public exhibitions on the Chalkers Corner traffic proposals and their impact, the matter has subsequently been raised. However, due to site constraints, the Chalkers Corner intervention was maintained as it is the only opportunity for mitigating the traffic impact of the development. The proposals however were modified to include extensive re-planting of semi-mature trees and the addition of a barrier wall to mitigate the cutting of trees on the corner of Chertsey Court.

The central green link from Mortlake Green cutting through the site to the river was planned as a focal open space in the masterplan from the outset of the project, as outlined in the SPD. The initial proposals for the green link were found too narrow by the wider community, and the opening of the river view not sufficient. Following revision to the location of the main pedestrian crossing from Mortlake Green, the green link was widened by an additional 8-16m and its position shifted, opening direct views of the river from Mortlake Green.

In addition to these open spaces, the courtyard spaces within the residential blocks of the masterplan have always been considered as publicly accessible and provide additional public routes through the site to the river's edge.

Following Stage 2, a lot of positive feedback was received on the amount of green space in the proposal, and encouragement to keep the green open spaces accessible to all.

### 8.3 DESIGN CHANGES MADE TO THE MASTERPLAN IN RESPONSE TO CONSULTATION

#### Stage 1

Meetings with groups and councillors, stands at fairs and canvass cards were used to get initial feedback on issues relevant to the local community. As there had been a Supplementary Planning Document based on a wide consultation process, the local community was already well-informed and had prior knowledge and expectations about the site.

The Draft Masterplan on the right was developed in response to Stage 1 consultation findings. Some of the interventions numbered below can be seen numbered on the Draft Masterplan.

Topic / concern	Source	Action taken	Number on plan
Traffic at Chalker's Corner is currently problematic	Meetings with local organisations and ward councillors, canvass cards	Transport consultants developed an improvement intervention on Chalker's Corner	1
Any additional traffic is seen as problematic and untenable	Meetings with local organisations and ward councillors, canvass cards	Transport consultants developed a comprehensive transport strategy to mitigate traffic impact	
Provision of green space and the 'green link' included in the SPD are very important	Meetings with local organisations and ward councillors, canvas cards	25% of the area was allocated for green space distributed across the site and the central green linear park.	2
Historic buildings of the brewery should be respected	Meetings with local organisations and ward councillors, canvas cards	Two historic buildings were integrated into the design proposal: the Maltings Building and the Bottling Building.	3
There should be community provision	Meetings with local organisations and ward councillors, canvas cards	Community space was included on the ground floor of the Maltings Building and on the eastern edge of the masterplan.	4



Concept Masterplan developed following Stage 1 consultation, presented at the First public exhibition

## Stage 2

The Draft Masterplan was presented, discussed and reviewed during Stage 2. On the next pages, the changes made in response to this consultation can be seen in a table and on the plan.

Topic / concern	Source	Action taken	Number on plan
The density of development was considered too high	Feedback forms	The total number of units was decreased from 980 to 856.	
The 14-storey building was not thought appropriate	Feedback forms and CLG	14 storey building was removed from the plan	5
Buildings along Williams lane were considered too tall	CLG	Buildings along Williams lane were reduced from 5 storeys to 3 storeys	6
Concerns that buildings in general are too tall	Feedback forms and CLG	Some building heights were reduced, but the interventions were mostly focused on Williams Lane where the existing buildings are nearest. Higher buildings are concentrated in the inner parts of the development and along the river.	
Concerns about the traffic impact	Feedback forms and CLG	Further crossing point options for the Lower Richmond Road were reviewed within the CLG following the first exhibition.	7, 8, 9
Concerns about the loss of playing fields and the school's compromise of the remaining playing field	Feedback forms and CLG	The school was repositioned to allow for a bigger replacement playing field	10
The traffic interventions were not considered sufficient	Feedback forms and CLG	Transport consultant conducted additional surveys and modelling.  Additional transport consultants were commissioned to peer review the work of Peter Brett Associates, and had confirmed the findings.	

Topic / concern	Source	Action taken	Number on plan
Cycle provision was criticised as not sufficient	CLG	Dedicated meetings between a community cycle group representative and the transport team were held to discuss possibilities, after which additional traffic interventions were made in favour of cycling. A comprehensive cycle scheme was developed, access to the school, and a route between the river and Mortlake Green was prioritised. Chalkers Corner proposals include cycle lanes between Lower Richmond Road and TfL's 'Quiet way' corridor.	
It was said that there is not enough green space	Feedback forms	The overall green space on site was increased from 23,508 sqm to 27,923 sqm	
The green link was considered to not be wide enough	Feedback forms and CLG	The green link was increased from 22m to 30-38m	11
Concerns that there is no view of the river from Mortlake Green across the green link	CLG	The green link and surrounding buildings have been repositioned to form a straight line so that there is an open view from Mortlake Green to the river	11
Concerns that the hotel is too big / there shouldn't be a hotel on site	Feedback forms	The hotel was reduced from a large 96-room hotel to a small 15-room boutique hotel	12
There were criticisms of the suggested aesthetic of buildings and suggestions that the architecture should be more contemporary and creative		The architectural style was diversified to include warehouse architecture and a differently designed single standing cinema building in addition to the mansion style buildings	
Concerns about not enough healthcare facilities		10.000 sqft of healthcare space was provided on site, to be detailed in discussion with NHS	13

**Stage 2**

Topic / concern	Source	Action taken	Number on plan
Concerns that the single car access into the east side underground car park would create traffic on Lower Richmond Road	Exhibition conversations	An extra access was provided to the main eastern basement car park on to Mortlake High Street, reducing the need for development traffic to travel through the Sheen Lane mini roundabout	14
Concerns that there was too much provision for cars, too much parking	Feedback forms and exhibition conversations	Car parking reduced from 0.8 to 0.75 per home, 70 fewer places than the previous proposal	
Access to the river and riverside activities were very encouraged	Exhibition conversations and feedback forms	The buildings towards the river Thames have been set back to provide a more spacious public river walkway. A publicly accessible space along the river frontage of the site is also provided with retail outlets and space for outdoor dining, play and access. A proposed Rowing Club is being explored for the building at the eastern end of the site. Improved access to the Tow Path and a proposed upgrade of facilities (seating and heritage interpretation) is also proposed.	15
Concerns that the Chalkers Corner intervention will attract additional traffic flow into the area	Feedback forms and CLG	Chalkers Corner intervention was reduced in scale, to only mitigate the traffic impact of the development, rather than actively improve the traffic flow	16



Draft Masterplan developed following Stage 2 consultation, presented at the Second public exhibition

**Stage 3**

<b>Topic / concern</b>	<b>Source</b>	<b>Action taken</b>	<b>Number on plan</b>
Concerns about there being residential buildings on the western edge of the current playing fields area	Feedback forms and CLG	The residential buildings have been removed from this area completely.	17
People expressed continuous concerns about the traffic impact and the capacity of the proposed traffic interventions to address this issue	Feedback forms and CLG	Transport consultants PBA tested the proposed interventions with additional strategic modelling in collaboration with TfL to confirm that the interventions suggested will in fact mitigate the traffic impact of the development.	
There are still concerns about the density being too high / there being too many housing units	Feedback forms and CLG	The number of housing units has been reduced from the first and second masterplan.	
Concerns that there should be a firm commitment to a minimum number of affordable housing, as the second public exhibition presented the development with 'up to 200 affordable homes'. People expressed fears that this will end up with no affordable homes going forward.	Feedback forms and CLG	The final masterplan includes affordable housing, the exact number of units and tenure of which will be determined in consultation with the local authority and subject to viability testing.	
Concerns that the playing fields in the plan do not provide enough outdoor space for school children	Feedback forms and CLG	The design provides an all-weather 3G pitch for multiple sports use all year round. There is a MUGA provided beside the school and another internal MUGA within the building. Play space on the building is also provided.	18
Concerns about the removal of greenery from Chertsey Court for the purposes of the Chalkers Corner intervention	Feedback forms and CLG	A total of 22 trees will need to be removed on the Chalker's Corner and within land associated with Chertsey Court. As part of this proposed roadworks, 33 semi-mature trees to 6m high are to be installed, together with shrub planting and a replacement 2m high brick wall to assist in mitigating the impacts of the new intersection.	



Final submitted masterplan, developed following Stage 3 consultation

## SECTION NINE APPENDICES

The appendices will include most of the consultation materials produced for the Stag Brewery development pre-application consultation, either in printed or online form.

### CANVASS CARDS USED IN EARLY CONSULTATION

**STAG BREWERY**  
**YOUR VIEWS**

We hope you are enjoying today's fair. You may be aware that Dartmouth Capital is bringing forward plans for the redevelopment of the Stag Brewery. This follows a consultation undertaken by Richmond Council on the development of a development brief for the site in 2011.

Dartmouth Capital has asked Soundings to undertake a consultation with the local community on the future of the Stag Brewery. We want to understand what you think about the Stag Brewery and what your hopes are for the future of the site and Mortlake. Please complete this form, including your contact details so we can keep you updated with future events.

During the summer we will launch a project website and phone line. In September we will host an exhibition on early plans for the site. Please leave your details with us today so we can let you know when dates have been confirmed. You can contact Rowan at Soundings with any questions.

Soundings  
 146 Curlew Road  
 London EC2A 3AT  
 0800 304 7035  
 info@stag-brewery.co.uk

Name
Address
Postcode
Email
Telephone
Twitter
Are you part of a community group or local organisation? <input type="checkbox"/> Yes <input type="checkbox"/> No
Name: <input type="checkbox"/> By filling in this form I understand that the details I provide will be stored on a database and will be used only with regards to this project. Leaving your details is optional, but will allow us to contact you about future events. Parent / guardian signature (if under 18 years)
What brings you to the Fair today? <input type="checkbox"/> Live here <input type="checkbox"/> Shopping <input type="checkbox"/> Studying <input type="checkbox"/> Work here <input type="checkbox"/> Visiting <input type="checkbox"/> Other   Please state
<b>01   Tell us about the Stag Brewery?</b>
Do you know anything about its proposed future?
What would you like to see happen?
What wouldn't you like to see happen?
Where you involved in the previous consultation undertaken by Richmond Council?

<b>02   What 3 words or phrases describe how you feel about Mortlake?</b>
<b>03   What 3 words or phrases describe your perfect picture for Mortlake in 5 years' time?</b>
<b>04   What are your hopes and concerns for the future of Mortlake?</b>
<b>05   What are your top 3 priorities for the future of the Stag Brewery? Please number in order of preference with 1 being your first choice.</b>
<input type="checkbox"/> Jobs and employment <input type="checkbox"/> New and improved housing <input type="checkbox"/> More/better green space <input type="checkbox"/> Affordable housing <input type="checkbox"/> More/better sports & leisure facilities <input type="checkbox"/> Improving shopping areas <input type="checkbox"/> New business & office spaces <input type="checkbox"/> More/better facilities for young people <input type="checkbox"/> Reducing traffic congestion <input type="checkbox"/> More/better arts & cultural facilities <input type="checkbox"/> More community facilities <input type="checkbox"/> More small businesses <input type="checkbox"/> Sustainable development & green technology <input type="checkbox"/> More/better evening activities <input type="checkbox"/> Preserving the Brewery's old buildings <input type="checkbox"/> Reducing crime <input type="checkbox"/> Improving Mortlake <input type="checkbox"/> Investing in education & skills development <input type="checkbox"/> Encouraging healthy living, walking & cycling <input type="checkbox"/> More/better entertainment & leisure <input type="checkbox"/> More/better shops <input type="checkbox"/> More/better places to eat & drink <input type="checkbox"/> Other   Please state
<b>Please tell us why you have chosen these as your top priorities:</b>
Priority 1:
Priority 2:
Priority 3:

## INVITATION FLYERS FOR THE PUBLIC EXHIBITIONS



### THE STAG BREWERY

#### INVITATION TO A PUBLIC DROP-IN EXHIBITION 8 - 18 MARCH 2017

A recognisable Mortlake landmark, the Stag Brewery was acquired by Reselton Properties Ltd in 2015, following the previous owners decision to cease brewing on the site.

Reselton Properties Ltd and their team have been developing plans for new homes, retail, better connections to the

river, and the creation of an active and vibrant village heart. The project team would now like to show their emerging proposals to the local community for comment and feedback.

We will be holding a public drop-in exhibition on a number of days in March. Details can be found overleaf.



T 0800 304 7035  
E info@stag-brewery.co.uk  
W www.stag-brewery.co.uk



### THE STAG BREWERY

#### INVITATION TO A PUBLIC DROP-IN EXHIBITION 13-15 JULY 2017

Please join us at a public exhibition showing the revised plans for the future of the Stag Brewery site.

Following a public exhibition in March, Reselton Properties Ltd and their team have been further developing plans for new homes, retail, better connections to the river, green public spaces and the creation of an active and vibrant Mortlake

neighbourhood. The project team would now like to show the latest proposals to the local community for comment and feedback.

We will be holding a public drop-in exhibition from 13-15 July at the Stag Brewery Sports Club. Details can be found overleaf.



T 0800 304 7035  
E info@stag-brewery.co.uk  
W www.stag-brewery.co.uk



THE STAG BREWERY

#### Stag Brewery Public Drop-In Exhibition Events

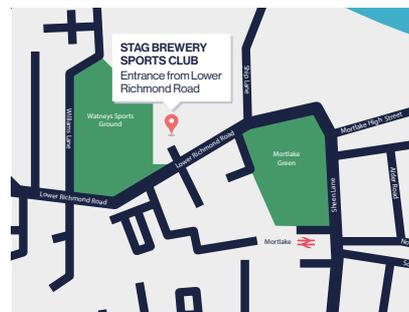
Please join us at our exhibition of the emerging proposals for the future of the Stag Brewery.

Key members of the project team will be on hand during the exhibition to answer your questions. There will also be opportunities for you to provide your feedback and comments on the emerging proposals.

Date	Time
Wednesday 8 March	4.00pm–8.00pm
Thursday 9 March	4.00pm–8.00pm
Saturday 11 March	9.30am–2.00pm
Friday 17 March	12.00pm–5.00pm
Saturday 18 March	10.00am–3.00pm

#### Venue for all events

The Stag Brewery Sports Club,  
Lower Richmond Road, London, SW14 7ET



Contact us  
For more information on the project, please contact the team on 0800 304 7035 or info@stag-brewery.co.uk



THE STAG BREWERY

#### Stag Brewery Public Drop-In Exhibition Events

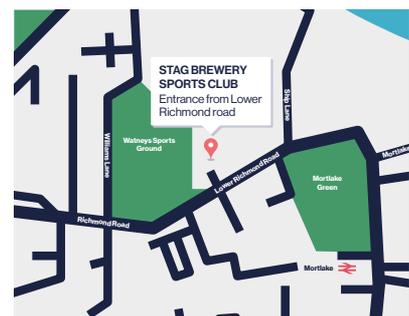
There will be opportunities for you to talk to the project team and provide your feedback and comments on the latest revision of the proposals.

The exhibition boards will also be made available on our website shortly after the start of the exhibition, along with an online feedback form.

Date	Time
Thursday 13 July	4.00pm–8.00pm
Friday 14 July	12.00pm–6.00pm
Saturday 15 July	10.00am–4.00pm

#### Venue for all events

The Stag Brewery Sports Club,  
Lower Richmond Road, London, SW14 7ET



Contact us  
For more information on the project, please contact the team on:  
www.stag-brewery.co.uk  
info@stag-brewery.co.uk  
0800 304 7035



EXHIBITION BOARDS FOR THE FIRST PUBLIC EXHIBITION, MARCH 2017

**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**WELCOME**

Welcome to the first exhibition on the emerging proposals for the redevelopment of the Stag Brewery site in Mortlake.

At this exhibition you will see the proposals that the project team have been developing over the past several months. We are very keen to hear your feedback on the proposals shown here today.

The Stag Brewery played an important role in the local community, and represents a rich heritage stretching back over 500 years. The brewery finally ceased production at the end of 2015 following All India's decision to move operations to Wales.

Reselton Properties Ltd acquired the site in 2015 and Dartmouth Capital Advisors, who have a long history with development in the borough, have been appointed to bring forward proposals for the site.

There will be further consultation with the community in the coming weeks and months. Please leave your details with us here today if you would like to be kept updated.

We hope you find today's event informative. Please do ask any member of the team here today any questions you have.

Reselton Properties Limited is a wholly-owned subsidiary company of City Developments Limited (CDL), a Singapore-listed international real estate operating company.

The CDL Group is building a significant portfolio of development projects in Greater London, including the Teddington Riverside at the former Teddington Riverside site.

Reselton Properties Limited looks forward to applying its expertise in sustainable development and creating transformative space to live, work and play in.

Other residential developments that Dartmouth have developed locally include new homes at Richmond Bridge.

**CONSULTANTS**

**GERALD EVE**  
Gerald Eve LLP is the third largest partnership of chartered surveyors and property consultants in the United Kingdom. They have exceptional experience and an excellent track record advising on complex projects throughout London and across the UK.

**GERALD EVE**  
Squire and Partners is an architecture and design practice with experience spanning four decades, earning it an international reputation for architecture informed by the history and culture of where it is placed. Their award-winning portfolio, for some of the world's leading developers, includes masterplans, private and affordable residential, workspace, retail, education and public buildings.

**PETER BRETT ASSOCIATES**  
PBA are an independent practice of engineers, planners, scientists, and economists delivering major development and infrastructure projects. For over 50 years, they have used their technical skills to deliver development and infrastructure projects.

**GILLESPIES**  
Gillespies is an internationally acclaimed and award-winning landscape architecture and urban design practice with over 50 years' experience in masterplanning, urban design, landscape design and environmental planning. The practice is experienced in designing for a wide range of sectors including residential, commercial, education, health, leisure, retail and transport.

**SOUNDINGS**  
Soundings has a strong track record in public consultation and engagement. The firm draws experience from planning, architectural and communications backgrounds to ensure a full understanding of the issues and the ability to communicate with consultees clearly. Soundings has worked on some of the most challenging projects in London including Chelsea Barracks.

At the end of the exhibition please do not forget to complete a feedback form. The feedback you provide will be analysed and help to develop the next stage of the proposal. All information displayed here today will be made available on our website after the exhibition closes.

[www.stagbrewery.co.uk](http://www.stagbrewery.co.uk)

**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**PROJECT TEAM**

**RESELTON PROPERTIES LTD.** **DARTMOUTH CAPITAL** **SQUIRE & PARTNERS**

**RESELTON PROPERTIES LIMITED**  
Reselton Properties Limited is a wholly-owned subsidiary company of City Developments Limited (CDL), a Singapore-listed international real estate operating company.

**DARTMOUTH CAPITAL**  
Dartmouth Capital Advisors Limited is a private advisor that is exclusively retained by CDL.

**SQUIRE AND PARTNERS**  
Squire and Partners is an architecture and design practice with experience spanning four decades, earning it an international reputation for architecture informed by the history and culture of where it is placed. Their award-winning portfolio, for some of the world's leading developers, includes masterplans, private and affordable residential, workspace, retail, education and public buildings.

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**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**HISTORY OF THE SITE**

1086 Mortlake is recorded in the Domesday Book as having a 'very large' population of 110 households.

1457 Mortlake Brewery was founded.

1825 Cambridge powers to victory over Oxford to achieve the largest winning margin in The Boat Race's history.

1850 James Watson & Co. buy the Mortlake Brewery and build the Maltings building in 1902.

1940 The Brewery was bombed during the Blitz. Records indicate that several direct hits were made.

1967 Anheuser-Busch InBev began operating on the site - most notably they brew Budweiser here.

2000 Anheuser-Busch InBev announce intention to leave the site to expand their operation in South Wales.

2011 Following consultation with residents an SPO for the Stag Brewery site is adopted by the Council.

2015 Budweiser ceases to be brewed on site. Reselton Properties Limited buy the site.

2016 Consultation on the future of the Stag Brewery gets underway.

2016 Project team engages with stakeholders, including Richmond Council.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**CONTEXT AND CONSTRAINTS**

**CONSERVATION AREA**  
Part of the site is located within the Mortlake Conservation Area, and is located adjacent to the Mortlake Green Conservation Area. Parts of the surviving boundary wall of the site contribute to the character of the Mortlake Conservation Area.

The proposed scheme will use the historic context to influence design, layout and form, ensuring the development responds appropriately to the character and appearance of the conservation area.

**HISTORIC BUILDINGS**  
While the site includes buildings that are not listed, they are recognised as Buildings of Townscape Merit (the Maltings building, former Hotel and Bottling Plant). These buildings and structures contribute to the character of the site, providing both physical and historic context for the development.

Significant thought is being given to maximise their role within the emerging masterplan.

**ENVIRONMENTAL**  
An Environmental Impact Assessment (EIA) is being undertaken to assess the environmental impacts of the proposed development. The EIA process will comprise various technical studies for topics including socio-economics, transport and access, air quality, noise and vibration, water resources and flood risk, ground conditions and contamination, built heritage, archaeology, ecology, daylight, sunlight, overshadowing, wind microclimate, townscape and seasat.

**FLOOD RISK**  
A Flood Risk Assessment (FRA) will be required for this development which will review the flood risks to the site and adjacent properties. This includes how they may change as a result of the development. The FRA will also specify mitigation measures where they are required. The work is being prepared in consultation with the Environment Agency and the borough council.

The plans shown here today include replacing the existing flood defence wall with a new wall and embankment area within the site, providing a much improved flood defence for the surrounding area.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**2011 SPO**

In July 2011 Richmond Council, in consultation with local residents, adopted a Supplementary Planning Document (SPD) for the Stag Brewery site. The SPD provides guidance for any proposals brought forward on the site.

The document sets out the key ambitions for the site which is to:

- Create a new village heart for Mortlake
- Provide public realm of the highest quality

**SPD INDICATIVE MASTERPLAN**

- Respect the heritage and history of the area
- Provide a new recreational and living quarter, a mix of uses
- Create vibrant links between the River and Station

The SPD includes a Masterplan vision (shown below) which broadly sets out the proposed location of different elements of the site, heights and links.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION MARCH 2017**

**PROPOSED LAYOUT**

The illustration above shows the proposed layout of the masterplan being currently under development.

The layout above shows the proposed location of the school, residential units, high street, retail space, offices, and open space.

Among the key features are:

- The provision of a mixed-use residential-led scheme.
- A new green link between the Station and the Riverside.
- A new village heart and retail area.
- Open space throughout the site.
- Retention and refurbishment of important historical buildings.



FEEDBACK FORMS FROM THE FIRST PUBLIC EXHIBITION, MARCH 2017

**THE STAG BREWERY**

**LEAVE YOUR FEEDBACK HERE**

Please let us know your thoughts on what you have seen here today.

The project team will use your feedback to help inform development of more detailed plans to be exhibited later this year.

Please ask a member of the team if you have any questions.

---

**YOUR DETAILS**

Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

How did you hear about the public exhibition?

Website  Newspaper advert  Mailing list  Signage  Word of mouth

Other: \_\_\_\_\_

If you would like to be kept informed about the project, please fill in your details below:

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

**THE STAG BREWERY**

**1 | QUICK TOPIC RESPONSES**

Thank you for attending today's exhibition on emerging proposals for the future of the Stag Brewery site in Mortlake. We are keen to understand your thoughts on what you have seen at the exhibition and would be grateful if you could complete this feedback form. When you are done, simply hand it back to a member of the team. You can also post it back to us or scan it and email it.

**1A | NEW HOMES**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1B | HIGH STREET/RETAIL SPACE**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1C | LEISURE USES (GYM, CINEMA)**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1D | OFFICE SPACE**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1E | PUBLIC OPEN SPACE**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1F | RIVERSIDE IMPROVEMENTS**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1G | RESTAURANTS / PUBS**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1H | SECONDARY SCHOOL**

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

**1I | PROPOSED CPZ\***

Rate (please tick):  
 Really like  
 Like  
 Neutral / don't know  
 Dislike  
 Really dislike

\*CONTROLLED PARKING ZONE

**THE STAG BREWERY**

**2 | FURTHER COMMENT**

**2A | OVERALL, WHAT DO YOU THINK OF THE PROPOSALS YOU HAVE SEEN HERE TODAY?**

Please tick one:  Really like  Like  Neutral / don't know  Dislike  Really dislike

\_\_\_\_\_

**2B | DO YOU WELCOME THE PROPOSED TRANSPORT MEASURES AT CHALKERS CORNER?**

\_\_\_\_\_

**2C | WHAT TIME WOULD YOU RECOMMEND THE PROPOSED CPZ SHOULD OPERATE? (PLEASE TICK)**

Weekdays	Early morning	Morning	Afternoon	Evening
Weekends				

**2D | WHAT DO YOU LIKE MOST ABOUT WHAT YOU HAVE SEEN HERE TODAY?**

\_\_\_\_\_

**2E | WHAT DO YOU LIKE LEAST ABOUT WHAT YOU HAVE SEEN HERE TODAY?**

\_\_\_\_\_

**2F | DID YOU FIND THE EXHIBITION HELPFUL?**

Please tick one:  Yes  No  Don't know

**2G | DO YOU HAVE ANY FURTHER COMMENTS YOU WOULD LIKE TO MAKE?**

\_\_\_\_\_

**THE STAG BREWERY**

Any queries should be referred to the Stag Brewery Team via telephone or email. Feedback forms can also be posted or scanned back to us by **(insert date)** using the following details:

**Soundings**  
 148 Curtain Road  
 London  
 EC2A 3AT

info@stag-brewery.co.uk

0800 304 7035

stag-brewery.co.uk



**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**1 PUBLIC PARKS & OPEN SPACES**

The protection, preservation and enhancement of public green spaces is very important to the local Morlake community. The proposed development will open up a site that has been closed for over 100 years. The new site will have a number of new and vibrant routes to the river. The Morlake has many green spaces that are more than 500 years old. Almost 50% of the best site will be green space.

**2 GREEN RESIDENTIAL COURTYARDS**

Each residential building block has a green courtyard accessible to the community.

**3 GREEN LINKS AND PUBLIC SQUARE**

The green link routes between 200 and 250m wide, and will be the focal point of the scheme, with cycle, pedestrian, and dog-friendly routes. A number of residential plots are available for sale. All the South end of the link a wide public square will mark the origins entrance to the scheme.

**4 SOCIAL GREEN SPACES**

The masterplan strategy is to distribute the green spaces, of varying sizes, to the river front, most accessible to a single unit, for greater accessibility and greater benefits, allowing trees an open proposed.

**5 SPORT FIELDS**

A big part of the existing sport field will be retained as a multi-use sports field, plus an outdoor gym that it can be used throughout the year. All sport areas, including multi-use game area, tennis, hockey and football will be open for community use outside of school working hours.

**WHAT YOU SAID ABOUT GREEN SPACES**

- Green spaces are important for the community.
- More green spaces are needed.
- Green spaces improve the environment.
- Green spaces are good for health.
- Green spaces are good for children.
- Green spaces are good for the elderly.
- Green spaces are good for the community.
- Green spaces are good for the environment.
- Green spaces are good for the economy.
- Green spaces are good for the culture.
- Green spaces are good for the heritage.
- Green spaces are good for the identity.
- Green spaces are good for the character.
- Green spaces are good for the quality of life.
- Green spaces are good for the well-being.
- Green spaces are good for the happiness.
- Green spaces are good for the peace.
- Green spaces are good for the quiet.
- Green spaces are good for the beauty.
- Green spaces are good for the interest.
- Green spaces are good for the excitement.
- Green spaces are good for the fun.
- Green spaces are good for the joy.
- Green spaces are good for the love.
- Green spaces are good for the life.
- Green spaces are good for the future.
- Green spaces are good for the past.
- Green spaces are good for the present.
- Green spaces are good for the world.
- Green spaces are good for the universe.
- Green spaces are good for the everything.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**2 GREEN ROUTES**

The project team set out with the aim to create an open site with a number of new routes through to and over for pedestrians and cyclists.

The pedestrian and cycling network proposed will connect Morlake and encourage the use of sustainable transport modes, improving congestion and pollution.

The town will be improved and upgraded making it more accessible from the rest of Morlake.

**PEDESTRIAN/CYCLE FRIENDLY STREETS**

- Pedestrian/cycle movement will be prioritised.
- There will be generous cycle parking provision.
- Generating provision for TL for local cycle hire schemes.
- Comprehensive wayfinding strategy.

**CYCLE ROUTES**

The site is very permeable, with designed cycle routes provided on quiet low speed streets and wide shared use paths, and dedicated crossing facilities on the main. Shared cycle parking for visitors and secure cycle storage for staff residents and employees will be provided. There will be provision for cyclists on Chalmers street as well.

**THE RIVER AND THE TOWN**

The development provides a number of new access points to the 'rough and the River' with improvements and heritage elements added to the Town and a new floor Terrace accessible walkway and open space provided along the river frontage of the site, with cafes, seating areas, play facilities and parking at the upper flood relief bank.

**WHAT YOU SAID ABOUT GREEN ROUTES**

- Green routes are important for the community.
- More green routes are needed.
- Green routes improve the environment.
- Green routes are good for health.
- Green routes are good for children.
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- Green routes are good for the past.
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- Green routes are good for the world.
- Green routes are good for the universe.
- Green routes are good for the everything.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**3 TRANSPORT & TRAFFIC**

One of the main concerns of Morlake residents is the traffic impact, particularly the evening sessions, level crossings area and parking. Transport interventions were developed to address this.

Traffic modelling has indicated that with the highway improvement project, the development will not increase the number of vehicles at either Chalmers Quay or Green Lane. The development will be undertaken in accordance with the traffic impact study.

All proposals developed in the transport strategy will be implemented. (Reviewed by a second transport consultant).

**TRANSPORT STRATEGY KEY LOCAL PROBLEMS**

Comprehensive surveys and modelling with TL and L&L&T were conducted to identify the current transport issues and not only mitigate the impact of development, but improve the conditions for local residents.

Traffic congestion, long delays, poor air quality and an unimproved walking and cycling environment were identified at the location in the map below.

**ISSUES**

- There are continuing discussions with TL and L&L&T regarding alternative options, namely:
  - Extension of 201 to new bus terminus at William Lane
  - Alternative extension of 201 to Row Gardens
  - Upgrade of 201 from Morlake to Richmond
  - Upgrade of 100 (New Drumpeter) to Richmond

**TRAINS**

The rail network is not of the project team's jurisdiction, the following proposals are put forward by Network Rail:

- Introducing 10 car trains from 8 along the Windsor Line to increase capacity in Morlake by the 2018
- Plans to increase to 12 car trains after 2021.

**DEMAND MANAGEMENT**

A number of demand management processes will be used to help to reduce the vehicles using the highway network:

- Implementation of Car Club spaces
- 'Travel Plans' for all staff, particularly school
- Measures to encourage cycling in-to the 'Support for provision of a new Controlled Parking Zone

**ENVIRONMENTAL IMPACT ASSESSMENT**

An EIA is being undertaken in respect of the proposals to identify the likely significant environmental effects of the development.

As part of this process, where necessary, mitigation measures will be formulated to minimise, reduce and offset any significant adverse environmental effects.

The broad topic areas to be considered in the EIA include: noise, air quality, transport and access, water and utilities, air quality, ground conditions and contamination, heritage, landscape and visual effects, and cumulative effects, with the following key issues identified:

- Noise and Vibration
- Air Quality
- Transport and Access
- Water and Utilities
- Ground Conditions and Contamination
- Heritage
- Landscape and Visual Effects
- Cumulative Effects

The full results of the EIA process will be reported in an Environmental Statement which will be submitted to support the planning application and made publicly available at all times.

**TRANSPORT INTERVENTIONS**

The transport strategy is generated to include the identified issues, carrying and parking provision of 200m.

Based on the trip rates agreed with TL, the development would generate just less than 200 vehicles during morning peak, and 200 during PM peak hour. Half of the AM trip is expected to be shared. Detailed trip data is available in the report. Detailed trip data is available in the report.

Other considerations include the fact that:

- The Brewery generated over 200 jobs, including a high proportion of 100
- The inclusion of local facilities in the Stag development, including schools, local jobs, retail and leisure, will reduce the need to travel outside the area.

**WHAT YOU SAID ABOUT TRANSPORT & TRAFFIC**

- Transport is important for the community.
- More transport options are needed.
- Transport improves the environment.
- Transport is good for health.
- Transport is good for children.
- Transport is good for the elderly.
- Transport is good for the community.
- Transport is good for the environment.
- Transport is good for the economy.
- Transport is good for the culture.
- Transport is good for the heritage.
- Transport is good for the identity.
- Transport is good for the character.
- Transport is good for the quality of life.
- Transport is good for the well-being.
- Transport is good for the happiness.
- Transport is good for the peace.
- Transport is good for the quiet.
- Transport is good for the beauty.
- Transport is good for the interest.
- Transport is good for the excitement.
- Transport is good for the fun.
- Transport is good for the joy.
- Transport is good for the love.
- Transport is good for the life.
- Transport is good for the future.
- Transport is good for the past.
- Transport is good for the present.
- Transport is good for the world.
- Transport is good for the universe.
- Transport is good for the everything.

**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**CURRENT MASTERPLAN PROPOSAL**

**VIEW FROM THE OTHER SIDE OF RIVER FRAMES**

**VIEW FROM DOCK MEADOWS**

**VIEW OF THE COURSE FROM LOWER RICHMOND ROAD**

**VIEW FROM THE RIVER FRONT**

**VIEW TOWARDS THE RIVER FROM THE GREEN LINK**

**VIEW OF THE BUILDINGS FROM RESIDENTIAL COURTYARD**

**VIEW OF THE CINEMA FROM LOWER RICHMOND ROAD**

**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**TRANSPORT INTERVENTIONS**

Based on the trip generation numbers, conducted modelling and surveys and the aim to improve the Stag Brewery site and surrounding area for pedestrians and cyclists, the following transport interventions are proposed:

**CHALLENGE CORNER**

The interventions proposed in the March exhibition were revised and refined, following community feedback. Current proposals will mitigate any additional impacts generated by the development, but also increase provision for pedestrian/cyclists, and take measures to prevent through traffic being

**LOWER RICHMOND ROAD, MORTLAKE HIGH STREET AND GREEN LANE ROUNDABOUT**

The current proposal mitigates any additional impact generated by the development, increases provision for pedestrian/cyclists, and takes measures to prevent through traffic being

**MEASURES TO IMPROVE TRAFFIC**

1. Improve road layout
2. Improve road layout
3. Improve road layout
4. Improve road layout
5. Improve road layout
6. Improve road layout
7. Improve road layout
8. Improve road layout

**MEASURES TO IMPROVE CYCLE CONNECTION AND LANDSCAPE**

1. Improve road layout
2. Improve road layout
3. Improve road layout
4. Improve road layout
5. Improve road layout
6. Improve road layout
7. Improve road layout
8. Improve road layout

**THE STAG BREWERY REDEVELOPMENT EXHIBITION JULY 2017**

**CURRENT MASTERPLAN PROPOSAL**

**VIEW OF THE DEVELOPMENT FROM THE OTHER SIDE OF THE RIVER FRAMES**

**MALTING BUILDING SQUARE**

**VIEW ALONG NORTHLAKE HIGH STREET**

**VIEW OF THE CINEMA FROM LOWER RICHMOND ROAD**

**THE DEVELOPMENT FROM LOWER RICHMOND ROAD**

100% Pedestrian  
 100% Cycle  
 100% Car  
 100% Bus  
 100% Taxi  
 100% Delivery  
 100% Waste  
 100% Other

## FEEDBACK FORMS FROM THE SECOND PUBLIC EXHIBITION, JULY 2017



**THE STAG BREWERY**

### LEAVE YOUR FEEDBACK HERE

Thank you for attending today's exhibition.

We are keen to hear your thoughts on what you have seen.

The project team will use your feedback in the preparation of the final proposals.

Please ask a member of the team if you have any questions.



**YOUR DETAILS**

Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

What is your interest in the Stag Brewery site?

I live nearby  
  I am interested to live here  
  I am interested to open a business here  
 I work nearby  
  I own a business nearby  
 Other: \_\_\_\_\_

If you haven't already joined our mailing list, and would like to be kept informed about the project, please leave your email address below:

Email: \_\_\_\_\_

1 | CHANGES TO THE SCHEME SINCE THE LAST PUBLIC EXHIBITION

Changes have been made to the masterplan since it was last presented in March 2017. Please let us know your views on these changes.

If this is the first time you are seeing the masterplan or you do not have enough information to answer any of the questions on this page, leave them empty and skip to section 2.

**1A | WIDER GREEN LINK**

The green pedestrian link, connecting Mortlake Station to the river has been widened from 22m to 30m-38m.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1B | SCHOOL POSITION CHANGED**

The school position has been changed to keep the current open view, maintain a playing pitch of youth football size and allow provision of a public park fronting Lower Richmond Road.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1C | HOTEL SIZE REDUCED**

The previous proposal contained a 200 bed hotel. This has been removed and a small, boutique hotel with approximately 20 rooms is proposed.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1D | CYCLING ACCESS IMPROVED**

A comprehensive cycling scheme is proposed through the site. Chalkers Corner proposals include cycle lanes between Lower Richmond Road and T15L A005 cycle corridor.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1E | EXTRA ACCESS TO UNDERGROUND CAR PARK**

An additional access to the underground car park has been introduced from Mortlake High Street, to relieve pressure from Lower Richmond Road.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1F | PEDESTRIAN/CYCLE CROSSING MOVED**

In the previous proposal, the corner crossing of Lower Richmond Road led to the loss of trees. The relocated crossing allows for space to provide a new public square at the principle scheme entrance, and no trees are lost.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1G | HEIGHTS REDUCED ALONG WILLIAMS LANE**

All the buildings along Williams Lane have been reduced to 3 storeys in height.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

**1H | AFFORDABLE HOUSING CONFIRMED**

Based on the current proposals, the scheme could deliver up to 200 affordable homes.

Support \_\_\_\_\_  
 Neutral / Don't Know \_\_\_\_\_  
 Don't Support \_\_\_\_\_

2 | YOUR THOUGHTS ON THE PROPOSALS

**2A | OVERALL, WHAT DO YOU THINK OF THE PROPOSALS YOU HAVE SEEN HERE TODAY?**

Please tick one:  Really like    Like    Neutral / Don't know    Dislike    Really dislike

**2B | WHAT DO YOU LIKE MOST ABOUT THE PROPOSALS?**

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**2C | WHAT DO YOU LIKE LEAST ABOUT THE PROPOSALS?**

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3 | YOUR THOUGHTS ON THE PROPOSALS

**3A | DID YOU FIND THIS EXHIBITION HELPFUL?**

Please tick one:  Yes    No

**3B | PLEASE COMMENT ON THE CONSULTATION PROCESS**

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**3C | PLEASE COMMENT ON THE CONSULTATION PROCESS**

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**Contact us:**

For more information about the project or to join the mailing list please contact Rowan or Leonora from the Stag Brewery Team via telephone or email.

[www.stag-brewery.co.uk](http://www.stag-brewery.co.uk)  
[info@stag-brewery.co.uk](mailto:info@stag-brewery.co.uk)  
 0800 304 7035



**Feedback and Information:**

You can complete this feedback form and hand it to a member of our team today. Alternatively you can post it to us at the address below (by 31st July) or you can scan it and email it to us at: [info@stag-brewery.co.uk](mailto:info@stag-brewery.co.uk)

If you would like to look at the exhibition boards remotely before filling out the feedback form, you can visit our website and download the exhibition boards at: [stag-brewery.co.uk/documents/](http://stag-brewery.co.uk/documents/)

You can also leave your feedback directly online by 31st July at: [stag-brewery.co.uk](http://stag-brewery.co.uk) > Consultation process > Your feedback

**Stag Brewery Consultation**  
 c/o Soundings  
 148 Curtain Road  
 London EC2A 3AT

'BUSINESS CARD' DISTRIBUTED AT SECOND EXHIBITION ENCOURAGING PEOPLE TO LEAVE THEIR FEEDBACK ONLINE



## LEAVE YOUR FEEDBACK ONLINE

YOU CAN VIEW THE EXHIBITION BOARDS AND LEAVE YOUR FEEDBACK AT:  
[www.stag-brewery.co.uk](http://www.stag-brewery.co.uk)  
Consultation Process > Your Feedback



For more information about the project or to join the mailing list please contact Rowan or Leonora from the Stag Brewery Consultation Team via telephone or email.

T. 0800 304 7035  
E. [info@stag-brewery.co.uk](mailto:info@stag-brewery.co.uk)  
W. [www.stag-brewery.co.uk](http://www.stag-brewery.co.uk)

## ONLINE SURVEY FROM SECOND PUBLIC EXHIBITION, JULY 2017 (SAME AS FEEDBACK FORM)

**Stag Brewery Public Exhibition Feedback****Changes to the scheme since the last public exhibition**

Changes have been made to the masterplan since it was last presented in March 2017. Please let us know your views on these changes. If this is the first time you are seeing the proposals, or you do not have enough information to answer these questions, leave them empty and skip ahead to the next section.

**2. Wider green link**

The green pedestrian link, connecting Mortlake Station to the river has been widened from 22m to 30m.

- Support
- Neutral / Don't know
- Don't support

Do you have any additional comments regarding this change?

**3. School position changes**

The school position has been changed to keep the current open view, maintain a playing pitch of youth football size and allow provision of a public park fronting Lower Richmond Road.

- Support
- Neutral / Don't know

MINUTES FROM MEETING 1 OF THE COMMUNITY LIAISON GROUP, APRIL 2017



**Minutes  
Stag Brewery Community Liaison Group Meeting 01**

**Date:** 25.04.2017

**Time:** 19:00 – 20:30

**Venue:** Stag Brewery Sports Club, Lower Richmond Road, London, SW14 7ET

**Chair:** Steve McAdam, Soundings

**Attendees:**

Peter	Eaton	PE	MBCG, Developer Liaison
Graham	Kench	GK	Lower Richmond Road, Resident
Ben	Knight	BK	Local Resident
Shaun	Lamplough	SL	Mortlake with East Sheen, Chair
Ashley	Lawrence	AL	Waldeck Road & Waldeck Terrace, Representative
Lynette	Lawson	LL	LBRuT, Community Links Officer
Tim	Lennon	TL	Richmond Cycling Campaign, Chair
Amanda	Letch	AL	Thomson House School, Principal
Danny	Masting	DM	Local Resident
Max	Millington	MM	Williams Lane, Representative
Steven	Mindell	SM	Barnes Community Association, Chair
Robert	Orr Ewing	RO	MBCG, Chair
Paul	Rawkins	PR	Barnes & Mortlake History Society, Chairman
Emma	Robinson	ER	Barnes Community Association, Town Centre Manager
Stephen	Tester	ST	Waldeck Road & Waldeck Terrace, Representative
Kate	Woodhouse	KW	Mortlake Community Association, Chair
Jackson	Fiorini	JF	The Tapestry

**Project Team:**

Guy	Duckworth	GD	Dartmouth Capital Advisors, Project Manager
Michael	Squire	MS	Squire and Partners, Architect
Barnaby	Johnston	BJ	Squire and Partners, Architect
Kevin	Watson	KW	Gerald Eve, Planning Consultant
Steve	McAdam	SM	Soundings, Community Consultant
Rowan	Cole	RC	Soundings, Community Consultant
Leonora	Grcheva	LG	Soundings, Community Consultant

**1.0 Welcome and Introductions**

1.1 Steve McAdam, Soundings

SM welcomed everyone to the Community Liaison Group (CLG) and thanked them for attending. SM introduced his role and Soundings as facilitators of community consultation. SM explained that recordings would be taken during the meeting.

1.2 Guy Duckworth, Dartmouth Capital Advisors

GD introduced his role as Project Manager, advising Reselton Properties Limited who own the Stag Brewery.

1.3 Michael Squire and Barnaby Johnston, Squire & Partners

MS and BJ introduced their role as project architects.

1.5 Kevin Watson, Gerald Eve

KW introduced his role as a planning consultant from Gerald Eve.

1.6 Rowan Cole, Soundings

RC introduced his role in facilitating community consultation.

**2.0 Purpose of the CLG**

SM introduced the purpose of the CLG. The CLG consists of representatives of local residents and stakeholder groups as well as some local residents. As the project progresses it is envisioned that this group will be added to.



**Role:**

- The CLG will act as a sounding board if, and when, a scheme develops. Key members of the project team will attend each of the meetings.
- To capture community hopes and aspirations.
- To promote planned consultation events amongst the wider community.

**3.0 Summary of feedback from public consultation by Steve McAdam**

3.1 SM presented the findings from the public consultation. Massive feedback was received – 1450 people attended the exhibition, 330 emails and 650 forms were received.

3.2 Key concerns highlighted in the feedback included:

- Size and location of the school.
- Traffic and transport.
- Environmental impact.
- Building height and scheme density.

**4.0 Brief overview of masterplan changes by Michael Squire**

4.1 MS presented the masterplan and changes implemented in response to the public consultation, including:

- Changed location and position of the school.
- Reduction in height of the marker building (campanile building) from 14 storeys to 6.
- Reduction to number of rooms in the hotel – from 96 to 15.

**5.0 Presentation on the revised school proposal by Michael Squire**

5.1 MS presented the changed position and location of the school and playing pitch area, and of the residential building adjacent to the pitch area.

According to the newly proposed layout:

- The school building would be located north of the pitches, with an access from a new east-west road.
- West of the school building, towards Williams Lane, there would be an outdoor space for the school.
- South from the school building, there would be a football pitch that could be used both by the school and by the local community.
- A residential building, for assisted living, is proposed to face along Williams Lane at the western edge of the site, framing the football pitch.
- A community park was added to the plan, south from the football pitch, towards Lower Richmond Rd.

**6.0 Open discussion**

6.1 *An attendee commented that the feedback form was difficult to answer, as issues such as 'new homes' cannot be narrowed down to a 'like' or 'dislike'.*

SM explained the goal of this format is to provoke a longer comment that would elaborate on the issues.

6.2 *An attendee commented that the meaning of some phrases used in the form were not understandable, namely, 'public realm' and 'non-residential uses'.*

SM clarified that public realm includes all accessible public spaces (streets, parks, squares, playgrounds). A non-residential use is any use of building space other than residential (commercial, educational, tourist etc.)

6.3 *When and where will the exhibition take place? Should collaboration with the Mortlake Summer Fair (24<sup>th</sup> June, organised by St Mary Magdalen School) be considered?*

GD/SM agreed that options would be discussed with the Fair organisers, and to potentially invite a representative from St Mary Magdalen to join the CLG. Attendees offered to help establish the communication.

6.4 *The council brief stated the need for an open community space, but the football pitch would allow for only limited weekend and evening use by the community – is this enough? Won't the evening lighting be a problem for nearby residents?*



KW confirmed that the use of the pitch could be regulated with a community agreement, drafted in consultation with the community so that it would cater to the needs of all its users and nearby residents.

6.5 *Is the footprint and height of the school building determined by EFA funding?*

MS stated, yes, the EFA have strict guidelines/and requirements which that the project team must consider where developing the school.

6.6 *Isn't the 3G pitch surface expensive to maintain and can this pitch be used as both an outdoor space for the school and for football?*

MS/KW confirmed that these matters will be taken into consideration as the project moves forward and that the pitch would be multi-purpose.

6.7 *The football pitch/outdoor area is too small for the school – is it what the EFA required?*

MS/BJ that a football pitch would be re-provided in the new scheme and that this had been discussed with Sports England. BJ stated that the school is being designed with EFA's guidelines/requirements in mind.

6.8 *Why is the school plot surrounded by roads on all sides, would this not increase traffic flow? Should the access to the school not be designed in a manner that encourages cycling and walking?*

The project team (MS/KW/GD) confirmed that sustainable transport, alternative (non-vehicular) access options, and an emphasis on cycling and walking would be taken into consideration and discussed further. It was also said that Richmond council statistics say that only 8% of school users arrive by car, to which attendees commented that this might not necessarily apply to the Mortlake area.

6.9 *Why is there a bus turnaround, is this asked by council or proposed by project team?*

BJ/KW explained that the potential extension of the 209 bus route would require a larger bus turnaround than is currently available at Avondale Road. It is also an aspiration of the council to move the bus stop to the Stag Brewery site.

6.10 *Can the number of pupils attending the new school be reduced? Does the school have to have 1,200 pupils?*

It was noted that the current brief for the school is for a six-form entry, with a sixth form. The project team noted the community's desire to reduce the total number of pupils, and would raise this with the Council.

6.11 *If the school building cannot be reduced, can the residential building be taken out, leaving more space for the open area?*

MS highlighted that the proposed building frames the open pitch, sheltering it from the street, however these comments will be taken into consideration.

6.12 *Why was the hotel reduced so much? 15 rooms are too few, and if the hotel rooms are replaced by residences this would still cause traffic flow. The hotel would help the local economy.*

It was noted that there was a preference to increase the number of hotel rooms to around 30.

6.13 *Returning to the principle topic, the new school location and its position were discussed further. The majority of attendees agreed that this version is better than the previous, however several attendees stated that they still prefer the MBCG location proposal. Most attendees still feel very strongly about reducing the number of pupils and size of the school.*

7.0 **Closing comments**

SM thanked everyone for attending and closed the meeting.

## MINUTES FROM MEETING 2 OF THE COMMUNITY LIAISON GROUP, MAY 2017

**Minutes****Stag Brewery Community Liaison Group  
Meeting 02****Date:** 16.05.2017**Time:** 19:00 – 20:30 (prolonged until 21:00)**Venue:** Stag Brewery Sports Club, Lower Richmond Road, London, SW14 7ET**Chair:** Steve McAdam, Soundings**Attendees:**

Peter Eaton	<b>Mortlake Brewery Community Group</b> , Developer Liaison
Helen Edwards	<b>Thomson House Parents Voices Group</b> , Representative
Avril Daglish	<b>West London River Group</b> , Chair
Jackson Fiorini	<b>The Tapestry</b>
Ann Hewitt	<b>Towpath Group/West London River Group</b>
Andrew Howard-Smith	<b>Thames Bank</b> , Representative
Graham Kench	<b>Lower Richmond Road</b> , Resident
Shaun Lamplough	<b>Mortlake with East Sheen</b> , Chair
Ash Lawrence	<b>Waldeck Road &amp; Waldeck Terrace</b> , Representative
Tim Lennon	<b>Richmond Cycling Campaign</b> , Chair
Amanda Letch	<b>Thomson House School</b> , Principal
Jen Loudon	<b>Waldeck Road &amp; Waldeck Terrace</b> , Representative
Robert Orr-Ewing	<b>Mortlake Brewery Community Group</b> , Chair
Dame Una O'Brien	<b>Mortlake Brewery Community Group</b> , Representative
Danny Masting	<b>Local Resident</b>
Max Millington	<b>Williams Lane</b> , Representative
Steven Mindel	<b>Barnes Community Association</b> , Chair
John Repsch	<b>Chertsey Court Action Group</b> , Representative
Margaret Woolmore	<b>Chertsey Court Action Group</b> , Representative
Anna Sadler	<b>LBRuT</b> , Community Links Officer
Kate Woodhouse	<b>Mortlake Community Association</b> , Chair
Ben Knight	<b>Local Resident</b>
Alistair White	<b>Local Resident</b>
Kate Humber	<b>Thomson House School</b> , parent
Ben Mackworth-Praed	<b>Barnes Community Association</b> , Environment Group

**Project Team:**

GD Duckworth	GD	<b>Dartmouth Capital</b> , Developer
Michael Squire	MS	<b>Squire and Partners</b> , Architect
Barney Johnston	BJ	<b>Squire and Partners</b> , Architect
Murray Levinson	ML	<b>Squire and Partners</b> , Architect
Robert Copeland	RC	<b>Gillespies</b> , Landscape Consultant
Neil Henderson	NH	<b>Gerald Eve</b> , Planning Consultant
Kevin Watson	KW	<b>Gerald Eve</b> , Planning Consultant
Steve McAdam	SM	<b>Soundings</b> , Community Consultant
Rowan Cole	RCole	<b>Soundings</b> , Community Consultant
Janet Hall	JH	<b>Soundings</b> , Community Consultant
Leonora Grcheva	LG	<b>Soundings</b> , Community Consultant

**1.0 Welcome and Introductions**

1.1 SM introduces the agenda for the evening.

**2.0 Review of minutes of last CLG**

2.1 SM reviewed the minutes from the previous CLG, attendees agreed that the following changes will be made:



- The report on positive feedback on the school location would be amended to acknowledge that this was not fully unanimous.
- The agreed number of hotel rooms will be reduced and reviewed

### 3.0 Masterplan presentation by Squire

3.1 MS/ML present the evolving masterplan with new changes and details that include:

- Another alternative location and position for the school was presented, based on the MBCG proposal. In this option, the school is on the east side. In this option, there is still one full-sized pitch, enclosed by residential buildings from Williams Lane, for security and sheltering, and a smaller park. Astro turf is essential for a school of this size, they have a life span of ten years, can be sustainably recycled as carpet or road surfaces.
- Some changes in heights. Densities were elaborated, including an analysis of the Policy Brief guidelines, GLA density recommendations, and proposal.
- Architectural styles and in-between spaces.
- Retail, commercial space and active ground floors etc.

### 4.0 Open discussion

4.1 *Last time you stated that only 8% of people would access the school by car, why focus on vehicular access now?*

MS stated that even if the number is 8%, it is still better not to go through people's back gardens. He confirmed that adjustments could still be made to the access and traffic flow, addressing the issue of sustainable transport.

*An attendee commented that schools have a travel plan, and the school management can opt for a zero car plan.*

4.2 *You said you would focus on sustainable traffic, if you want people to start walking and cycling more, having a car route that conveniently passes next to the school and encourages people to drive is not a good start.*

MS confirmed that this is a fair point that will be taken into consideration and addressed when working out access routes in detail.

4.3 *Are these full sized football pitches?*

BJ answered that they are full sized youth pitches. This is the recommended size for EfA, we need to check the dimensions but they may be slightly bigger than the present pitches.

4.4 *Where is the underground parking located?*

It is under the residential blocks.

4.5 *There is a Richmond council reference document that talked about 200-300 units, but you suggest 900. The Planning Brief also states a preference for lower densities.*

KW responded that there have been numerous documents published by the council throughout the years, but they have taken as guiding reference points the adopted official documents – the SPD, the GLA London Plan, so the heights and densities are according to official policies.

4.6 *But you have taken the 'up to 7 story' guideline to the maximum, and the brief does say that the scale should diminish towards the edges.*

KW/MS showed a site section demonstrating that the heights are lower towards the edges. MS showed that there are only several buildings that are exceptions to the council SPD height limitations.

*An attendee noted that these exceptions are going against the SPD.*



4.7 *How many housing units are there in your proposal?*

ML responded that there are 945 units.

4.8 *Have you taken the entire area into consideration when calculating the densities?*

MS responded that the 111 units/ha is a number for the entire area, and if you exclude the school and commercial spaces it amounts to 137 units/ha.

4.9 *You should make models to test what the figures would be if you reduce 1 or 2 stories throughout the site.*

KW highlighted that there is also a national need for housing, but maybe there is space to test whether the heights of some individual buildings can be reduced, these discussions can be used to identify which.

4.10 *Which of the open spaces are actually public?*

ML responded that all open spaces are public, with the exception of the garden houses and shielded spaces protecting the privacy of apartments on the ground floors. Different treatments will be used for public squares and residential open courts as appropriate, but all would be open to the public.

4.11 *I live in this area, and I am very positive about the images I see, but I can tell that the view from the Lower Richmond Road towards the river is not accurate – you can't really see the river.*

*Another attendee commented the wider green link was an opportunity to connect to the river, and they want to make sure this is not lost.*

*A third attendee commented that the images look really exciting, particularly the public square, but why can't the green link remain wider as in the SPD?*

ML assured the attendees that the views are based on accurate 3D models, and that the images are aspirational. He then explained that the main reason for reducing the width of the green link was so that green public spaces can be disseminated throughout the site, near all residences. Making the site more permeable, with more connections to the river, and more green public spaces.

MS further elaborated that the wide green link had a less attractive dimension from an urban design viewpoint; in the SPD it was neither a park, nor a square, whereas its current dimension along with the activities and greenery would make it more dynamic.

KW stated that the scheme has exceeded the amount of greenery predicted by the Planning Brief, and have introduced a more balanced approach, with many spacious pockets and better amenity value.

4.12 *Several attendees stated that they really like how the public realm scheme looks.*

4.13 *Other attendees confirmed that it looks very nice, but that they want to make sure that the road crossing (LRR) issue is addressed.*

The project team confirmed that this is being worked on, and the transport consultants will present all transport and traffic related issues on the next CLG.

4.14 *An attendee remarked that the Maltings building looks like it has 8 floors, but inside the floors are half-height, and that they should check if this is being accurately represented.*

4.15 *On plan it looks like some of the buildings on LRR are right against the road, are they?*

ML Buildings are set back from the ownership on LRR line by 7-8m, giving a generous pavement area outside the cinema.



4.16 *In the view towards the river, have flood defence walls been accounted for?*

MS/BJ The green route is lifted up, so you are walking at the flood defense level.

4.17 *I was not at the previous discussions, but why can't you keep the sport fields? Children and adults need it, why must there be a school?*

MS Agreed it is important to have green space and that a full-sized football pitch is being provided.

*Attendee stated that it is a shrunk pitch.*

*An attendee stated that the other pitch has been replaced with a school, and that for many parents in the area this is a priority.*

*Another attendee stated that immediate residents might disagree with this.*

4.18 *What happened with the debate on density relating to the hotel and the final number of rooms?*

MS said that after the previous CLG discussions a new number has not yet been determined.

GD said that as a hotel does generate additional traffic, he is more comfortable with a smaller size hotel that is managed well.

*We will all be choking on traffic here!*

4.19 *I like how the scheme looks, the regeneration potential it has is huge, and I particularly like the green spaces. However, we see other riverside developments that remain with empty units, how will you prevent this here?*

GD said that none of their developments have needed marketing overseas, as there have always been interested people locally. They intend to put emphasis into making the development liveable – other developments struggle with residential-only buildings and soulless ground floors; this scheme has high percentages of commercial floor space, leisure spaces and a cinema that would additionally help create small scale evening trade and atmosphere in the area.

4.20 *I recognize the dedication of the team to the scheme, the ideas and the professionalism, however there will be additional 1,500 people living here, and we really want to hear more of your recognition of the impact that this will have on us, the existing local community and to ensure the liveability of Mortlake.*

KW said that many impact analyses are being developed, along with transport solutions to relieve impact.

*An attendee stated that transport is not the main issue, as much as the number of new people.*

KW highlighted that this scheme is more than just housing – there is also a school, retail, community spaces – there is a need for a certain density to make this viable.

## **5.0 Public spaces and landscaping presentation by Gillespies**

5.1 RC presented the public space and landscaping plans, including:

- An overview of the public realm, the connections and amenity space between buildings, trees and greenery
- The green link between the station and the river, the towpath details, improvements and additions
- Street sections, typologies and limited access for emergency in some streets
- Typical courtyard layouts, Maltings plaza, multiuse areas and play areas

## **6.0 Open discussion**

6.1 *What about the level crossing? How will the cinema affect traffic flow? Are all streets car accessible?*

Some streets would have limited access only. The team confirmed that all these issues would be discussed in



detail at the next CLG meeting on transport.

- 6.2 *Looks very exciting! What about the flood wall – BCA with Barnes Ponder have done work to replace sections of the concrete flood defence wall with glass, from White Hart Lane to Barnes Bridge, is this something you would look into?*

RC said that this sounds good and they would be open to doing this, not for the entire section, but for parts.

- 6.3 *The drawings look beautiful, but who will look after all that?*

GD The whole estate would be a managed entity; we are also looking into including the towpath as part of the site that will be managed.

*Several attendees supported this.*

- 6.4 *You've built a relationship with the river unlike others, and that's great, but to make this a truly mixed-use scheme, with offices and ground floor commerce – it seems a little unrealistic to expect to fill these. There is a danger and a risk to getting the balance right, what would be achievable based on the community living here, and how this could be flexible?*

*Another attendee commented that the riverside should be used for local employment opportunities, and consider the potential for community use such as for instance, the rowing club.*

*We are all fearful that it will become just full of estate agents.*

GD expressed that he fully agrees, and highlighted that it is important to show aspirations from the beginning, as this encourages interest. He said that they are looking at degrees of activity and vitality on the ground floor level – from cafes and restaurants next to the cinema, to stores and hairdressers etc.

KW explained that there would be mechanisms to control variety of uses. The planning application will be made for flexible uses – with limited percentages of each use across the site.

GD highlighted the importance of successful active ground floors, the place making value of this is enormous. There is the option to consider more accessible rentals, affordable retail, to ensure the liveliness of the area.

- 6.5 *How would shadows affect the public areas, taking into consideration the heights of buildings?*

MS said that this analysis can be done using models, however the public spaces in-between buildings are quite generous (30m and more). The high street was deliberately made narrower, for character and atmosphere, so there may be some issues with shadow in these commercial areas, but not in the residential ones.

- 6.6 *I would like to validate your work, lets keep up this open dialogue, and particularly focus on the liveability for people already living here, lets try to meet each other half way, and talk about worst case scenarios and risks.*
- 6.7 *There is an interest to discuss health space options with the GPs in the area, to develop a shared approach to health, which may involve slight design adjustments.*

GD confirmed that they would be glad to establish direct communication and dialogue on this issue.

## **7.0 Closing remarks**

- 7.1 SM closes the meeting and it is agreed with a vote that the next meeting will officially last 2 hours.

MINUTES FROM MEETING 3 OF THE COMMUNITY LIAISON GROUP, JUNE 2017



**Minutes**

**Stag Brewery Community Liaison Group  
Meeting 03: Transport, traffic and environmental impact**

**Date:** 06.06.2017

**Time:** 19:00 – 21:00

**Venue:** Stag Brewery Sports Club, Lower Richmond Road, London, SW14 7ET

**Chair:** Steve McAdam, Soundings

**Attendees:**

Linda Andrew  
Francine Bates  
Una O'Brien  
Avril Daglish  
Dan Harrington  
Ann Hewitt  
Andrew Howard-Smith  
Graham Kench  
Ben Knight  
Shaun Lamplough  
Ashley Lawrence  
Lynette Lawson  
Tim Lennon  
Amanda Letch  
Jen Loudon  
Peter Makower  
Ben Macworth-Praed  
Howard Potter  
Danny Masting  
Max Millington  
John Repsch  
Diana Roth  
Kate Woodhouse  
Margaret Woolmore

**Barnes & Mortlake History Society**  
**Mortlake Brewery Community Group**  
**Mortlake Brewery Community Group**  
**West London River Group**, Chair  
**Waldeck Road & Waldeck Terrace**, Representative  
**Towpath Group**, Chair  
**Thames Bank**, Representative  
**Lower Richmond Road**, Resident  
**Local Resident**  
**Mortlake with East Sheen**, Chair  
**Waldeck Road & Waldeck Terrace**, Representative  
**LBRuT**, Community Links Officer  
**Richmond Cycling Campaign**, Chair  
**Thomson House School**, Principal  
**Waldeck Road & Waldeck Terrace**, Representative  
**Local Resident**, Chiswick  
**Barnes Community Association**, Representative  
**Mortlake Brewery Community Group**  
**Local Resident**  
**Williams Lane**, Representative  
**Chertsey Court Action Group**, Representative  
**Towpath Group**, Chair  
**Mortlake Community Association**, Chair  
**Chertsey Court Action Group**, Representative

**Project Team:**

Guy Duckworth GD  
Greg Callaghan GC  
Rob Parker RP  
Hannah Fiszpan HF  
Ros Boalch RB  
Robert Copeland RC  
Murray Levinson ML  
Kevin Watson KW  
Steve McAdam SM  
Rowan Cole RCole  
Janet Hall JH  
Leonora Grcheva LG

**Dartmouth Capital**, Development Manager  
**Peter Brett Associates**, Transport Consultant  
**Peter Brett Associates**, Transport Consultant  
**Waterman Group**, Environmental Consultant  
**Waterman Group**, Environmental Consultant  
**Gillespies LLP**, Landscape Architect  
**Squire and Partners**, Architect  
**Gerald Eve**, Planning Consultant  
**Soundings**, Community Consultant  
**Soundings**, Community Consultant  
**Soundings**, Community Consultant  
**Soundings**, Community Consultant



## 1.0 Welcome and Introductions

1.1 SM introduces the agenda for the evening.

## 2.0 Transport and Traffic presentation by PBA and Gillespies

2.1 RP/GC/RC present

- Overall transport problems on site and surrounding area
- Overview of surveys, modelling and research undertaken by PBA
- Mitigation of future increase in traffic
- Access and parking on site
- Discussions with TfL on public transport
- Trip generation
- Cycling and pedestrian strategy
- Travel plans etc.

## 3.0 Open discussion

3.1 *Are you taking into consideration other developments taking place that would have local traffic impact? For example, there is a 2000 unit development in Kew Bridge that should be finalised around the same time.*

RP/GC: The TfL HAM strategic model that we are using includes entire South London in detail, and takes into consideration all future development up to 2031, including as well planned infrastructure improvements.

3.2 *I'm glad you acknowledge that the Chalkers Corner improvements can lead to increased traffic flow. I am a resident in Chertsey Court, and the people living there will be left with no tree buffer and exposed to air pollution and noise. It is irresponsible to intervene there for short-term improvements that will have long-term impact on residents. The trees on that corner are 70 years old, 70 feet high.*

RP: The improvement impact will not be very short-term, calculations take developments until 2031 into consideration, and so it would probably be revised around 2031.

RC: We have surveyed the size of each tree on Chalkers Corner, and are putting effort in compensating by planting new semi-advanced trees 6-7 meters high.

*An attendee asked if the team have figures on the benefits of fully matured trees, as compared with semi-advanced trees; and reminded that the Mortlake Green corner is designated as Open Land of Townscape Importance.*

KW: We are aware of the protected designations, and we are re-providing the same quantum of space, according to policy we don't need to do that in the same space.

3.3 *Not all of the land is being re-provided; the sport fields are not being re-provided, the benefits won't be the same.*

*Another attendee commented that adding new trees is not the same as adding new land.*

KW: The main site strategy has been to re-provide quality open space throughout the site, not only in the same spot where it now is, we consider a series of spaces to be the best approach, even if it is not as large.

*An attendee asked where would football be played.*

KW answered that there would still be a full-sized astro-turf football pitch.

3.4 *Why does a riverside development transport plan make no reference to river transport? And not only public transport, but for muck away. It is possible and it needs to be given further thought.*

RP: We did look at the river from a public transport viewpoint, but there are constraints; for instance due to tides, the pier would have to be extended up to the middle of the river.



GD: You would also have to close the towpath or parts of it to make material transport possible.

GC: We have been speaking to TfL and GLA about using the river and we will continue to talk in this direction.

3.5 *I have few points to make.*

*We are still talking about the same density, you have not moved forward on making any changes on this, and I urge you to do so for the public exhibition.*

*I think you are not being straight with us on the movement of traffic in and out of the site, and you don't understand the realities and traffic problems of the 3000-4000 people living nearby.*

*You continue to ignore the level crossing, and I cannot accept that you cannot reach Network Rail.*

*I cannot believe that you would cut out a part of the Mortlake Green greenery.*

*You need to talk to TfL. Chiswick Bridge is in serious disrepair, and a non-stop bus connection to Hammersmith should be considered.*

*I am most interested to see the changes that you will make by the exhibition to show that you have heard us.*

*Another attendee adds that a new development is an opportunity to address the level crossing.*

*An attendee agrees and adds that air pollution will worsen due to traffic, and that it should be taken into consideration that there would be residents, staff, visitors and delivery vehicles in and out of the site.*

*The attendee is also horrified by the additional lane at Chalkers Corner, which may end up attracting traffic.*

*There is also the issue of shared cyclists and pedestrians that are stuck on narrow shared paths, which are dangerous for pedestrians.*

*Another attendee asks whether there has been a consideration to reduce the lanes?*

GC: We are not hiding the trip generation data, we have already started sharing it with Howard Potter, and are happy to share our comprehensive surveys with you.

Regarding the level crossings – TfL are responsible for the wider infrastructure plans; we have tried talking to Network Rail, and this hasn't been very successful. Their main concern is making the line work. I promise we'll try again to speak with them, but we do have our hands tied by higher authorities on this matter.

On Mortlake Green – the proposals shown respect the green link and its location as in the policy brief, this has led to the removal of some greenery because of the need to enable visibility for drivers and safety for pedestrians.

On bringing more traffic – we also have to look at speed limits and attractiveness of the area to drive through, for example we will slow cars down by multiple crossings.

On Chalkers Corner – we can do other things that could increase cycling provision. But these will mean losing the parking spots along Lower Richmond Road.

3.6 *You talk about cycling, yet have 850 parking spots. You accepted the 0.8 parking provision of Richmond, why not be radical and go with 0.4 per unit? We need more radical thinking.*

GC: We surveyed surrounding sites to get the parking numbers.

*Would you consider talking to council about reducing the cars on site? It's not too late.*

*Another attendee commented that the same goes for the school, reducing a bit from the school, from the residents, from the parking, it could all come down to reasonable numbers.*

*Howard (MBCG transport representative): I did have the discussion with PBA, and some things have been moving, but there is still more to go. For example, for a 'sustainable scheme' some mitigation should be done on Lower Richmond Road. If we open up this road to more capacity, this will bring more traffic, and this is not being mitigated. My own forecast for traffic is higher than PBA's. The sites used for comparison have been fed by Richmond, but they are different than Mortlake. Monitoring the barrier closing impact, whenever there is a 5-minute closure, there is a queue in every street in the area. So this may mean that focus in needed on sustainable transport rather than opening up capacity. We also have suggestions for better level crossing solutions that can be offered to Network Rail.*



*GD: Do share with us any suggestions that you may have regarding the crossing.*

*GC: We will probably have more chance to improve around the station, rather than the level crossing itself.*

- 3.7 *The cycling plans are encouraging, but there are no extensions to connect wider area cycleways to get people in and out of the development, I would like to hear Tim's (Richmond Cycling Campaign) opinion.*

*Tim: It's wonderful how permeable the site is, but there are many worrying aspects. 7% of all journeys in the borough are bicycles and this is not taken into consideration in the modelling. There is nothing to encourage people to cycle to and from the site, which would be a waste of a massive opportunity. For instance, from the site you can cycle to Richmond station in 10 minutes, but you have to pass via Chalkers Corner which is now appalling. The shared paths for pedestrians and bicycles are also appalling, and they do not work.*

*Another attendee commented that it is not clear whether there are dedicated cycle lanes.*

*An attendee commented that if the team was passionate about cycling, they could have made an exemplary scheme, with 1000 bicycle parking spaces, 200 at Mortlake Station, reducing car parking as well, make this a green development applauded by Londoners.*

*An attendee noted that there have been requests before for improvements on Mortlake High Street and that they have been informed that the problem is Central reservation.*

*Also, about the buses – were TfL looking at increasing the 419 frequencies, or extending the 209? Also, Hammersmith Bridge will be shut down for 2 years, I don't know if you are aware of this.*

- 3.8 *There are still the bigger issues that are most relevant – the protection of the playing field, the number of units, the position and size of the school.*

SM notes that time should be given for Waterman Group to present.

#### **4.0 Environmental Impact Assessment presentation by Waterman Group**

##### **4.1 HF/RB present**

- What Environmental Impact Assessment (EIA) is and what its purpose is
- The key stages of EIA and where the project currently is in relation to these stages
- The environmental topic areas to be considered in the EIA
- Specific commentary was provided on the topic areas considered to be of most importance to the audience at the present time, i.e.:
  - Noise and vibration.
  - Air quality.
  - Surface water drainage and flood risk.
  - Archaeology (buried heritage).

##### **5.0 Open discussion**

###### **5.1 What do you mean when you say socio-economic assessment?**

HF: The assessment of the projects upon socio-economic factors including:

- Employment generated by the demolition and construction works.
- Employment generated by the completed and operational project.
- The likely significant impacts of the new populations of the development in relation to social infrastructure such as healthcare facilities, educational facilities and open space facilities.

- 5.2 *Who of the team speaks to the CCG (Clinical Commissioning Group), informally they have said to us that there is no money to add to the local GP services, what are we doing about this.*

KW: We've met with NHS and with Richmond regarding this, and have said that we are willing and able to provide facilities. They were, at that point, not able to give information on the type of space they would need, so they asked to have space reserved (around 10,000 sq. feet). We have included that space in the masterplan. We



are meeting this week with CCG, NHS and Richmond and hope to discuss needs, funding and delivery.

- 5.3 *I would like a clarification on the process – is the expectation that the borough consults with the community or do you? In which stage do consultations with the wider community regarding environmental impact take place?*

HF: The council have the responsibility to consult, and they have. It is not a statutory obligation for us to consult with the community; it is best practice that we can consider.

*I'm making a plea for you to reach out to us and consult us on issues such as health and archaeology.*

*Another attendee asked a confirmation whether the best practice to consult is really going to be considered.*

HF: We first need to go through to scoping opinion and finalise that stage which should be in the next two weeks, we can then assess whether consultation is appropriate and let you know.

*An attendee said that the team should be talking to people if they want community's views to be reflected.*

SM: If additional consultation is to take place, we can try to help with this.

RCole: We can come back to discussing this on the next CLG.

- 5.4 *I am very concerned about air quality. The council only monitors some parameters, and were not even aware of the proposals on Chalkers Corner. PM10, PM 2.5, nanoparticles, nitrogen dioxide – these cause health problems.*

HF: We fully understand and are aware of the growing issues concerning air quality in major cities and in the UK as a whole. Our lead air quality specialist is currently working with many leading QCs in relation to the matter. Air quality will be a key consideration with the EIA. We intend to make use of a very complex and advanced air quality dispersion modelling in order to undertake an assessment of how the completed and operational project will impact upon local air quality. The model is called 'ADMS' and even goes so far as to scientifically model a future 'with-project' and 'without-project' situation, accounting for how traffic emissions, building plant emissions, meteorological conditions and all sorts of other factors influence air quality. The 'with-project' and 'without-project' situations will be compared to enable us to quantify the likely impact. Depending on the results, appropriate mitigation will be recommended.

- 5.5 *Can we have a copy of the arboriculture survey?*

It was responded that it should be possible.

- 5.6 *What is happening on site, there seems to be demolition?*

GD: there is no demolition yet, it is only removal of brewery equipment and machines, and the buildings remain.

*An attendee commented that since there is noise, it would be good practice to keep the neighbourhood informed.*

RCole: If it is helpful, we can add additional information about this on the website.

## 6.0 Other business

- 6.1 RCole asked whether everybody is all right with the CLG 2 minute draft that has been circulated.

Attendees asked until the end of the week to finish reviewing and comment. This was agreed.

- 6.2 An attendee asked what is going to be the topic of the next CLG?

SM: We would like your opinion on what to discuss at the next meeting.

Topics suggested include density, ground floor uses, health and other services useful for the local community, as



well as a general update on the development.

6.3 If the public exhibition is at the end of July, that is not really public.

RCole: We are doing it by 15 July, and are fully conscious that it needs to be done before school closure dates.

7.0 **SM closes the CLG meeting.**

## MINUTES FROM MEETING 4 OF THE COMMUNITY LIAISON GROUP, JULY 2017



THE STAG BREWERY

### Community Liaison Group Meeting 4

#### Masterplan Overview

**Date:** 04.07.2017

**Time:** 19:00 – 21:00

**Venue:** Stag Brewery Sports Club, Lower Richmond Road, London, SW14 7ET

#### Attendees:

Francine Bates  
Helen Edwards  
Avril Daglish  
Jackson Fiorini  
Dan Harrington  
Andrew Howard-Smith  
Graham Kench  
Ben Knight  
Shaun Lamplough  
Ashley Lawrence  
Tim Lennon  
Jen Loudon  
Peter Makower  
Ben Macworth-Praed  
Max Millington  
John Repsch  
Anna Sadler  
Kate Woodhouse  
Margaret Woolmore

**Mortlake Brewery Community Group**  
**Thomson House Parents Voices Group**, Representative  
**West London River Group**, Chair  
**The Tapestry**  
**Waldeck Road & Waldeck Terrace**, Representative  
**Thames Bank**, Representative  
**Lower Richmond Road**, Resident  
**Local Resident**  
**Mortlake with East Sheen**, Chair  
**Waldeck Road & Waldeck Terrace**, Representative  
**Richmond Cycling Campaign**, Chair  
**Waldeck Road & Waldeck Terrace**, Representative  
**Local Resident**, Chiswick  
**Barnes Community Association**, Representative  
**Williams Lane**, Representative  
**Chertsey Court Action Group**, Representative  
**LBRuT**, Community Links Officer  
**Mortlake Community Association**, Chair  
**Chertsey Court Action Group**, Representative

#### Project Team:

Guy Duckworth  
Barnaby Johnson  
Murray Levinson  
Wendelin Theole  
Neil Henderson  
Rob Parker  
Ros Boalch  
Steve McAdam  
Rowan Cole  
Janet Hall

**Dartmouth Capital**, Development Manager  
**Squire and Partners**, Architect  
**Squire and Partners**, Architect  
**Gillespies**, Landscape Architect  
**Gerald Eve**, Planning Consultant  
**Peter Brett Associates**, Transport Consultant  
**Waterman Group**, Environmental Consultant  
**Soundings**, Community Consultant  
**Soundings**, Community Consultant  
**Soundings**, Community Consultant

#### Agenda:

##### 1 Introductions

- 1.0 SM apology for the postponement of the original meeting planned
- 1.1 Reminds attendees of the public exhibition dates, CLG preview (2pm, 13 July 2017)

##### 2 Review from previous CLG

- 2.0 GD briefly outlines some of the previously discussed issues which progress has been made on; Lower Richmond Road crossing, and Chalkers corner.
- 2.1 GD provides assurance that an option without the loss of trees has been progressed, it will also improve the position of the Green Link.
- 2.2 BP, WT elaborate on the changes; less road widening on LRR, and improved planting at this location
- 2.3 SM, any further comments on the minutes may be issued by COP tomorrow to Soundings

##### 3 Open Questions

- 3.0 Has the Thames Strategy and the Wooded Towpath audit been referred in the background studies and design response.

WT confirms that they have been referred to, and that this will be included within the planning statement

- 3.1 Has the view of the development from the north bank and the river itself been illustrated and consider, along with potential issues of lighting spillage to the river.



BJ, these views have been shown to planning officers and will be made public at the exhibition next week. A further range of distant views onto the site will also be included in the planning application.  
 WT, lighting will be managed along the towpath, using controlled light preventing its spillage  
 RB, an assessment on shadowing will be included within the EIA

- 3.2 One local group makes a statement regarding the school; to keep it to 800 pupils only, creating a manageable sized school. This proposal has been made to the Council Leader. No response was received.

Another comment is made regarding the appointment of Paul Hodgins as the Council Leader, and possibility of the school being a landmark school for Richmond.

BJ, reminds all that the school decisions are made by the EFA, and that the development cannot affect these matters.

- 3.3 New guidance was issued last week to planning officers advising that planning permissions be denied or reduced for schools, where pollution exceeds acceptable levels.

RB, air quality testing has been carried out in the area, it was deemed as acceptable. Final test results will be issued through the EIA.

WT, air quality in the area will also be improved by the planting of 4,000 trees in the area.

- 3.4 New trees are lovely, but old trees are better.

WT agrees

GD, there is a blanket Tree Protection Order (TPO) on the site. Three trees have died and been removed from the site. A strategy working within the boundaries of the TPO is being developed.

GD and SM, re-emphasise that the trees on the corner of Mortlake Green are not going to be pulled down.

- 3.5 Is the school still located on the Watney playing field?

BJ, it is still positioned partially on the Watney playing field, and has been moved further off than in the version we previously showed you.

- 3.6 What is the need of a museum? A swimming pool would be a lot more useful.

No museum is proposed for the site; just facilities for community use. A local community tenant and management of that space is required.

- 3.7 Is a cinema still required? A swimming pool would be preferable to that for health, and elderly provision.

SM, we need to go back to the planning brief, which at no stage made reference to a pool  
 NH, any public pool would have to be local authority led for inclusion

- 3.8 Density and traffic are still outstanding fundamental issues to the development. There needs to be reduction in the density, and traffic implication. We want development, but what is the traffic mitigation strategy for those who are living here currently?

Why are more radical solutions like car clubs implemented through the development.

- 3.9 The danger of the level crossing in its present state, what conversation has been had with Network Rail?

RP, we have got a bit more information from Network Rail and Southwestern Trains, we are aware that they are planning to increase capacity through longer trains, not train frequency. The capacity they have stated to achieve by 2025 will be an improvement upon today's experience, even with the increase in the local population.

Those numbers will be made available through the transport assessment report in the planning application.

- 3.10 Has an under-pass at Chalkers Corner or the level crossing been discussed? Could Sheen Lane be pedestrianised, improving the level crossing and traffic entry onto Chalkers Corner.

RP, it is not something that a development of this scale can viably deliver.

Attendees break out into disorganised conversation and argument on the effects of pedestrians



3.11 Statement reinstating concerns regarding density, impact upon traffic, parking, aesthetic of the development, and its scale overall.

GD confirms that those points have been made well, and heard by the project team. We are trying, and are in some sense fighting the same battle as you to see what can be achieved with the council regarding parking and traffic. For example, the council would like to see double the car parking provision proposed on-site.

The traffic numbers presented at the last exhibition stated that the current traffic situation could be improved, many local residents did not believe this, and we have since organised a peer review by another transport consultant of this modelling.

The revised scheme will also provide a second exit on Mortlake High Street, which means that they will not have to add further traffic to the Lower Richmond Lane, or Sheen Lane, unless by choice they which to do so.

3.12 If you were just to shave a little of the heights of all buildings, including the school, it would be more acceptable.

3.13 Warns that there will be thousands of people opposing the planning application on the grounds of traffic and transport, a more radical and cohesive approach – working with TfL and network rail incorporating roads, bus routes and trains needs to be taken.

A second attendee states that no peer review of the numbers will make people believe them. The only way to tackle this issue is to take a more radical approach in reducing the car-parking, or numbers of houses, or school capacity.

SM, is a commitment from the project team that the traffic will not be any worse as a result of the development good enough to satisfy you concerns?

Attendees again breakout into disorder, several state that this proposal is not possible

RP, re-emphasises the process and scrutiny that all the data, modelling, and decision made regarding transport must go through in the peer review, with TfL, and the council. So far, all are satisfied that these numbers are sound, there tends to be a lot of double-counting involved in trip generation, the numbers will be higher than reality.

3.14 If the school has no playing fields, children will have to be taken by bus to them, creating more traffic.

RP, highlights that there will be some trip-saving due to local school location, currently some children are being bussed further distances to other schools.

3.15 Reduce everything by 25% to reduce the traffic impact, this would make it acceptable to the local community. It doesn't seem a big ask to produce it by 'a little bit', I hope the decision isn't driven by profit.

NH, explains that the traffic generation and proposal, at the current magnitude, is deemed acceptable.

3.16 The 2011 planning brief is where we stand, based upon the consultation of 550-600 units.

3.17 How will the crossing at the Lower Richmond Road affect traffic movement across?

3.18 Previously a variation in heights was proposed, what feedback was received on this?

GD confirms that there will be variation across the site, these align to the SPD except for perhaps one building.

3.19 GD The new commercial heart of Mortlake; reason for cinema is to promote life and activity in the early evening, will also support the retail in the area.

There are two cinemas in Richmond, one in Barnes, people drive to them. We don't want people using the area in the evening, it's a village not a town; some people disagreed with this view.

3.20 Is Mortlake a town or a village. Chalkers Corner is in Surrey. Everything show has an urban feel about it, we are on the edge of London. Why have references been made to other developments in the city, but not from the west to here. LBRuT consider the borough as a series of villages, they produce village plans.



GD, reminds the CLG of the first diagrams shared with them which were used to calculate density based upon the surrounding street plan densities.

Attendee, forget the commercial mix, what if housing and streets just like those in the area were built; people would probably welcome it. (Laughter and some agreement amongst attendees)

WT, this would encourage further car use, and support wider suburban sprawl in the area. It's not part of modern planning policy, it's not sustainable.

ML, 6 and 7 storey buildings were featured in the planning brief, what could this have been other than apartments? The planning brief intention was urban.

Attendees, point to the fact that heights were provided as ranges within the planning brief; and ask why the upper limit has always been taken. Seven storeys is not in-keeping with the area.

- 3.21 GD, there will be a sharing agreement with the school providing local access to indoor and outdoor sports facilities. This agreement will actually provide more access to sports facilities to more people in the area than the current sports pitches do.

An attendee suggests that the developer donates the field to the local community who could set up a community amenity trust. Another asks what happens if local people want to play sport during the day; and how much outdoor space does the school need?

BJ, the school could have more space than is allocated; we have tried to maintain the outdoor space so that the public park may be provided.

WT, there are 3ha of public space distributed through the site, with plenty of spaces for sport and team games.

BJ, the current pitch could be used a little more frequently, but not to the extent that a 3G pitch can.

SM, highlights that the land is actually privately owned.

- 3.22 What is the status on the potential school siting? Four options have been reviewed, we think the best option is to build the school on the northern side, leaving the most public space open to the road end.

BJ, points out that the traffic is not to be directed through Williams Lane but the new road running parallel to Ship Lane. We still expect that most children will arrive to school by bike or on foot.

Attendees, half the school population will walk through Chalkers Corner and half across the Lower Richmond Road. Has the speed at which teenagers walk considered in your transport strategy?

BJ/RP/WT, highlight other routes that will be taken by students; along the Towpath from Kew, and across Chiswick Bridge, plus the bus stop.

- 3.23 Would it not make sense to extend the 209 bus stop toward the Kew Retail Park?

RP, we will present our numbers demonstrating the expected increase of use on the route, LBRuT are supportive of extending the route, so far TfL have not given their position on this, and it will ultimately be their decision. One advantage of the current terminus is that it will not have to go through Chalkers Corner, TfL will be looking at two things; demand and journey time.

Another attendee brings forward a previous suggestion made for a non-stop, or infrequent stop service to Hammersmith. They also highlight the potential effects due to the closure of Hammersmith Bridge; it will have a huge effect on the area.

RP, these options have been discussed.

- 3.24 Chertsey court, were not expecting hundreds of teenagers to be walking through our grounds. Will the development affect the value of my leasehold?

WT, the infrastructure cannot be moved from this location, but there a quality piece of landscape will be delivered, and trees planted will mitigate pollution and noise. The aesthetic and amenity will be improved.

This is on the opposite side of the road, it won't help. Another attendee highlights that there is a difference between a tree and a mature tree in terms of quality and reduction of pollution.



How is the development able to interfere with the outlook and spaces associated with apartments that are not adjacent to the site?

NH/WT, a maintenance plan for planting and ensuring growth around the site will be in place.

3.25 Attendee expresses a concern that social tenants of Chertsey court are being put at risk by the transport interventions planned there, they request thoughtfulness of the project team regarding the value ensured for those who live there.

3.26 SM, asks if there are any questions on public realm?

Some of the businesses are very close together, has that changed at all?

BJ, confirms that the space between some buildings will have increased.

3.27 When do you expect TfL to respond to the traffic proposal?

RP, we receive informal response from them until the planning application in which they will formally comment on the transport strategy. That will be made available to the public on the LBRuT planning website.

3.28 What happens between now and determination on the planning application?

SM, the statutory consultation will take place.

3.29 Has the demolition and removal of the existing brewery been planned? Do you know where it will be taken to?

RP, there will be an outline construction management plan submitted as part of the planning application. When a contract is appointed a detailed plan will be formed.

3.30 When will the internal asset stripping be completed? Is it the end of the year?

GD, it is supposed to be at the end of October. The demolition process and groundworks are likely to take one year to eighteen months.

3.31 What about the use of a barge for construction?

GD, we considered muck-away, delivery of materials, and the public transport potential of the river from the site. This presented two problems, it would require closure of the tow-path, and the rowers wouldn't be happy.

3.32 It is very important that construction periods are communicated well to people, the current removal of assets has not done so. How widely were people informed about the exhibition?

RM, 5,500 leaflets were delivered, an advert was placed in the Richmond and Twickenham Times, the banner outside, email and advertisement on the website. We have also spoken to your local councilors.

An attendee offers to distribute 300 leaflets

3.33 It was very cramped at the last exhibition. A suggestion for a marquee was made also. Will access to feedback forms be improved? How is the data from the feedback analysed?

RM, we will be using a different approach for displaying the exhibition boards, and will be bringing air conditioning units in, which should improve the comfort level. We would like to reduce the number of printed feedback forms used, and will be offering more online and digital access to give feedback. People will be free to send extended comments, if possible, we would prefer to receive these by email. All the data is anonymised and analysed in-house, it will be submitted as part of the planning application in the Statement of Community Involvement (SCI).

3.34 What is the proposed timing for the planning submission?

Project team answer September.

3.35 Are there plans to have an archaeological dig on site?



RB, some investigations have taken place already, they are consulting with GLAS, LBRuT's archaeological adviser. Post planning application, prior to any earthworks, further investigations will take place.

3.36 The only existing legislation applicable to the site is the 2011 planning brief, how will planning be able to through before the new local plan is issued?

NH, the SPD and the emerging local plan are material planning considerations, we will submit, the planning application will be some way through by the time the local plan is issued.  
ML, we expect that it will go before a committee in January/February.

#### **4 AOB**

4.0 SM reminds attendees of the CLG exhibition preview on 2pm, 13 July 2017

**Close**



**THE STAG BREWERY**