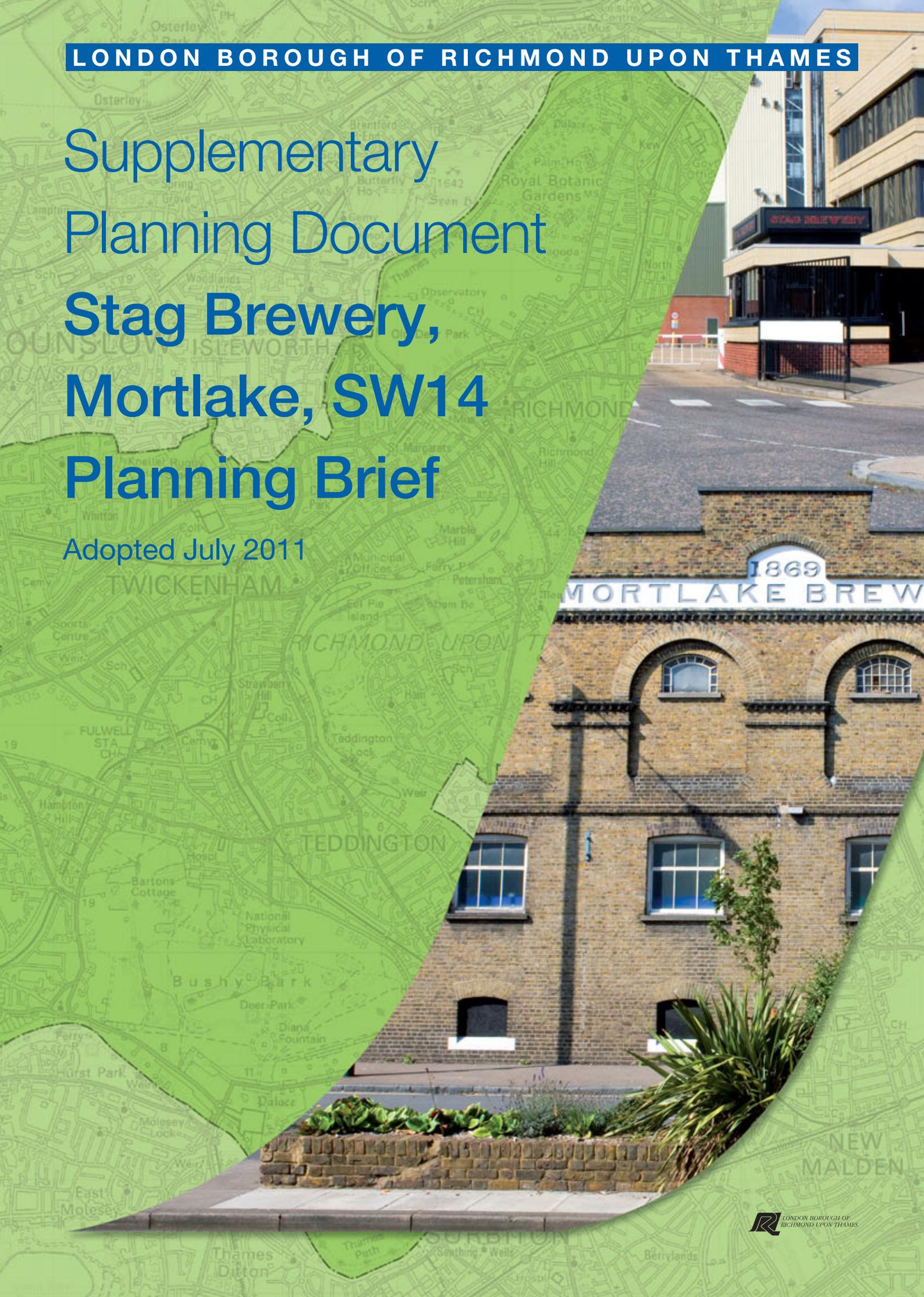


Supplementary
Planning Document
**Stag Brewery,
Mortlake, SW14
Planning Brief**

Adopted July 2011

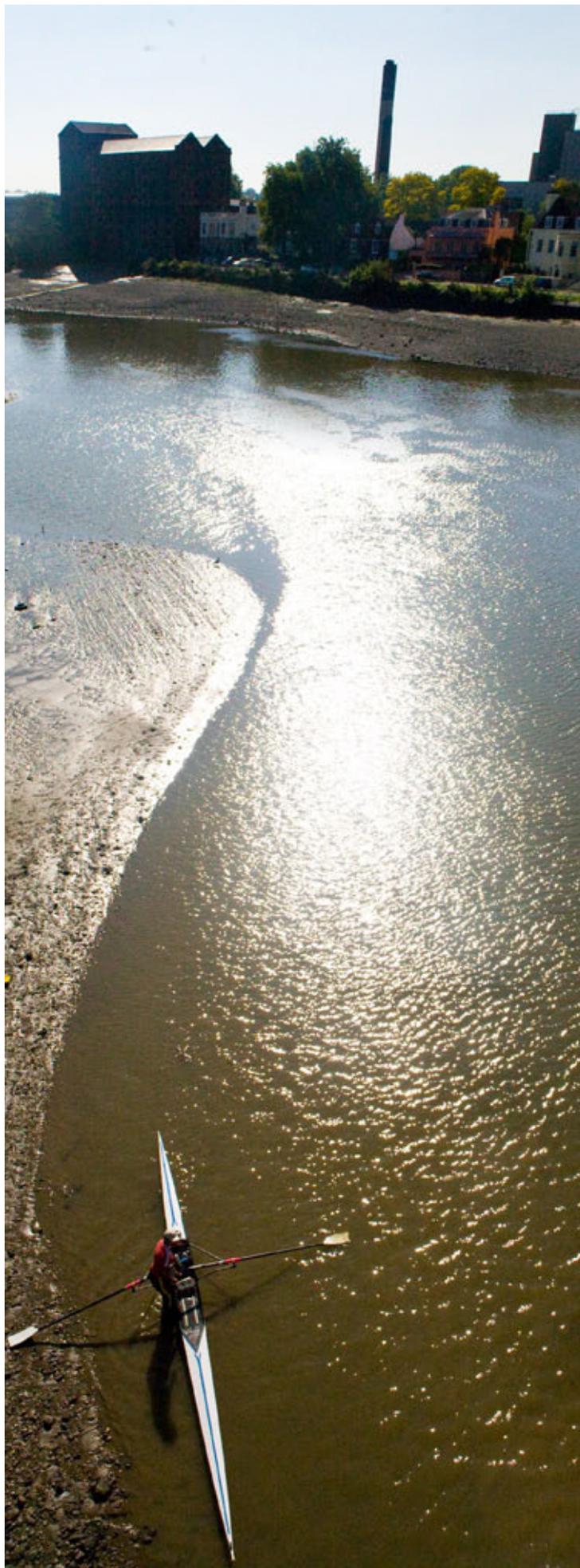


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I. INTRODUCTION

AIMS OF THE BRIEF

1.1 The Planning Brief provides guidelines on future uses, layout and design for the redevelopment of the site. The Brief sets out opportunities and constraints and provides guidance for the developer that will ultimately take forward the redevelopment of the site. It will be a material consideration in determining any applications for planning permission.

COUNCIL'S VISION

1.2 The Council's vision for the site reflects the outcomes of the consultations and is illustrated in Appendix 1, Plan 1.

1.3 The overall vision is based on the desire to provide a new village heart for Mortlake based upon buildings and open public realm of the highest quality that will radically transform Mortlake whilst respecting the character and history of the area. The site should provide a new recreational and living quarter with a mix of uses, creating vibrant links between the River and the town, and enlivening the Riverside frontage and Mortlake High Street, fully realising this unique opportunity for the Mortlake community.

1.4 One of the most important aspects of the vision is that there should be a new green space linking to the Riverside, to enable the community to freely access and enjoy the area's main asset, the River Thames. The green space should be bordered by high quality traditional buildings of a style sensitive to the local vernacular, and create a 'sense of place' similar to such as at Richmond Green or Barnes Green. Buildings addressing this new public space must contain a mix of uses and create animated, active frontages.

1.5 The Council will require a mix of uses throughout the area and particularly to the east of Ship Lane to create a new Mortlake Village, to generate vibrancy, local employment community and leisure opportunities. These should include restaurants, cafes and small retail spaces, community leisure uses, a museum, boat houses and other river-related uses/activities. It should also include lower cost units suitable for small businesses, creative industries and scientific and technical businesses including green technology, together with mixed tenure high quality housing. The new green space will be the core of the new community and it should





The site viewed from the Thames with brewery building and riverside villas to the river front

provide the centre piece of a new community hub as well as a high quality open public realm and landscape with open access to the river as well as maximising the considerable assets and history of the area. Opportunities should be taken to enhance biodiversity throughout the site and particularly along the River.

- 1.6 The development must be sustainable and designed to the highest standards of inclusive design.**

BACKGROUND

1.7 The Stag Brewery site by virtue of its size and location represents one of the most significant development opportunities within the London Borough of Richmond. The site is identified on the site plan attached at Appendix 1, Plan 2 and comprises 8.6 hectares. The scale of the site means that in considering redevelopment it is necessary to take into account Boroughwide as well as local needs and also to recognise that there would be a significant local impact particularly on Mortlake and East Sheen areas.

1.8 The site is located in the north east of the Borough and is bounded by the River Thames to the north, Lower Richmond Road and Mortlake High Street to the south, Williams Lane to the west and it is divided into two parts by Ship Lane. It is located approximately 200 metres from Mortlake train station. It enjoys over 300m of riverside frontage with two existing slipways at Bulls Alley and adjacent Ship Lane both just

outside the site, and an existing jetty alongside the old Maltings building.

1.9 The site is currently owned by AB Inbev who will continue to use it for brewing at least until the end of 2014. The Council and AB Inbev wish to see an appropriate redevelopment to provide a range of new uses. The purpose of this brief is to guide the development of this important and unique riverside site when the brewery use ceases.

1.10 Development Plan Policy for the purpose of Section 38(6) of the Planning and Compulsory Purchase Act 2004 is contained within the following documents:

- a) The Spatial Development Strategy for Greater London 2011– “The London Plan”;
- b) The London Borough of Richmond upon Thames Unitary Development Plan 1 March 2005 – with the possible exception of the Site Specific proposal other policies will be superseded;
- c) The London Borough of Richmond upon Thames Core Strategy April 2009 – “The Core Strategy”;
- d) The emerging Development Management DPD” which it is anticipated will be adopted in Autumn 2011.

1.11 There are a number of designations within the proposals map (Appendix 1, Plan 3), including parts of the site to the north allocated as falling within the Thames Policy Area and the north eastern part of the site designated as part of the Mortlake Conservation Area. The playing fields in the south west corner of the site are designated allocated as “Other Open Land of Townscape Importance”.

1.12 In addition, the eastern part of the site is a site specific proposal (S4). The justification for this is set out within Chapter 12 of the saved UDP and states that:

“To meet the operational requirements of the brewery and bring about environmental improvements to the site. The Council will seek to ensure buildings of townscape merit are retained including the disused granary building at the corner of Ship Lane and the towpath, whilst any new development must be of a high standard to reflect this important riverside location, lying partly within the Thames Policy Area and a conservation area. Should rationalisation of the existing operations take place, redevelopment should provide for the retention of existing employment levels and river related uses”.

1.13 Within the emerging Development Management Plan Document, the site is proposed to be designated as an “area of mixed use”.

1.14 This brief follows ongoing discussions between the Council and AB Inbev as landowner, to discuss key themes and issues relating to the development of the site.

CONSULTATION

1.15 Consultation commenced with an evening event in December 2009 at which over 300

people attended. The principal responses from the consultation can be summarised as follows:

- The development of the site represents a unique opportunity to regenerate the heart of Mortlake;
- Improved access to the River for the local community including better footpath facilities is important;
- The over-development of the site for high density housing is a concern;
- Preservation of the historic nature of the area and the site is an issue;
- The existing lack of community facilities should be addressed as part of the redevelopment of the site;
- A principal existing issue is that of traffic congestion and poor parking in the area.

1.16 Following further work by the Council’s consultants, Taylor Young. Four broad approaches were subject of an exhibition held 4th-6th November 2010. These included;

- (i) two schemes with different ranges of community and local leisure use (including a primary school). These included differing levels of residential development – the more intense scheme included a greater range of community benefits;
- (ii) two schemes based around a strategic leisure-hub. The latter schemes included higher density housing to those at (i) above to cross subsidise the leisure uses.



Consultation in December 2009

1.17 The conclusion from the consultation was that the lower density high quality housing schemes with community benefits including a primary school/ community hub, open space (including retention of existing playfields and creation of new open space links), leisure uses such as a museum, craft centre, café and community space and boat house and small scale employment spaces was the most favoured approach. The alternative approach which also included a new leisure destination (including a mix which could include international or recreational ice rink, cinema, bowling alley, gym and café and bars) was less popular due to the higher density housing required for viability and the transport issues.

1.18 This view was further confirmed at a Public Meeting on 9th December 2010 where potential heights of development and traffic were again raised as issues, and where the majority voted significantly against any large scale destination uses including large scale leisure uses such as an international ice-rink, which were felt to be inappropriate and out of character with the existing environment. The traffic and the need to provide adequate on-site parking were key issues in relation to all the approaches. Although strategic leisure opportunities were not favoured local leisure activities were sought.

1.19 Following formal public consultation in early 2011 and a further public meeting on the 28th April 2011, the Planning Brief will be adopted by the Council as a Supplementary Planning Document (SPD) in September 2011.

1.20 As an SPD, the Brief aims to provide guidelines as to the future uses for the site. The Brief sets out the site's opportunities and constraints and will be a material consideration in determining any applications for planning permission.



View from Mortlake Green

2. ANALYSIS OF SITE AND SURROUNDINGS

LOCATION AND SITE CHARACTERISTICS

2.1 The Stag Brewery site is located to the east of Chiswick Bridge (A316) on the South Bank of the Thames at the West End of Mortlake High Street (A3003) in South West London. The location between the River and the railway (with level crossings) to the south will have implications for the redevelopment of the site. Beyond the level crossing is East Sheen which is identified in the London Plan as a district centre and provides a wide range of convenience and comparison shopping.

2.2 The site is split into two parts either side of Ship Lane. The eastern part is 3.1 hectares and the western part is 5.5 hectares. Ship Lane and the alleyways behind The Ship are characteristic of the urban grain within wider Mortlake.

2.3 The site occupies a long, roughly triangular-shaped site to the west of Mortlake Town Centre. The northern boundary is bounded by the south bank of the River Thames, with the High Street and Lower Richmond Road to the south and William's Lane to the west.



View towards Thames with site to the right

2.4 The site is occupied by a number of large modern structures associated with the brewing process. These are utilitarian in appearance and highly visible from the surrounding area. Key views are identified on the LDF Proposals Map (Appendix 1, Plan 3).

2.5 The exceptions to the large modern structures are three historic buildings which fall within the Mortlake Conservation Area. These are known as the former bottling building, the Maltings building and the former hotel building. In addition to these, sections of brick boundary structures survive to the north and south of the site. It is recognised that these have been altered and rebuilt in places. This is detailed further below.

2.6 The site includes a private playing field, which is protected as “Other Open Land of Townscape Importance” but is not designated as “Public Open space”.

HISTORIC BACKGROUND

2.7 None of the buildings on the site are listed, but a number of the buildings to the north of the site on the Thames Bank are listed Grade II. The historic development of the site is shown on Plan 4 and Heritage and Conservation Assets at Appendix 1, Plan 5

2.8 Three of the buildings on the site and some of the boundary structures of the site fall within the Mortlake Conservation Area.

2.9 These include the Maltings building which faces the River Thames, the former bottling building fronting Mortlake High Street, the former hotel building on the junction of High Street, Sheen Lane and Lower Richmond Road, and the brick boundary structures fronting the river and the High Street. The boundary wall between Reid Court (Williams Lane) and the site is listed.

2.10 These buildings are considered to be Heritage Assets and contribute in varying degrees to the significance of the Conservation Area.

MALTINGS BUILDING

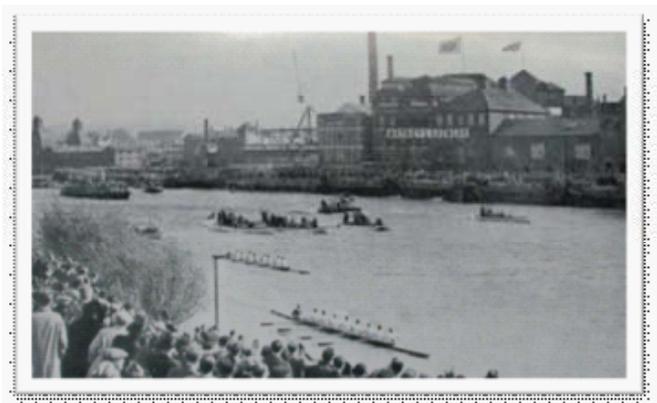
2.11 The Maltings building sits at the junction of Ship Lane and the Thames towpath. It was built in c1902 and comprises an eight and nine storey building constructed on a rectangular footprint in London stock brick, parallel to the towpath and the River Thames. The interior of the building



Junction of Mortlake High Street and Sheen Lane



View from north side of the Thames 1972



University Boat Race 1937

used to have very low floor heights due to the nature of the buildings use but these internal floors have since been removed on all upper storeys and the building retains no malting fixtures or equipment.

2.12 Whilst it is recognised that the building survives only in a truncated form, it is an important local landmark (identified in the Council’s list of Building’s of Townscape Merit) and contributes to the significance of the Conservation Area.

2.13 An application was made to add the Former Maltings Buildings to the list of buildings of special architectural or historic interest but English Heritage confirmed in November 2009 that the criteria for listing were not fulfilled.

FORMER BOTTLING BUILDING

2.14 This fronts the High Street and was constructed in c1869. The building is no longer used for bottling but parts are used for storage. It is built from London stock brick and rises to three storeys. There is a rendered area on the south elevation which reads “1869 Mortlake Brewery”. The building retains cast iron columns and basement ground and first floor which hold up arched painted brick ceilings.



Former Maltings Building

2.15 The building is of some local historic and some limited architectural interest due mainly to its façade and is considered to make a contribution to the significance of the Conservation Area.

FORMER HOTEL BUILDING

2.16 The building appears to date from the late 19th century. It sits at the junction of Lower Richmond Road and High Street and follows the curve of the road. It is a plain and typical Victorian brick structure of little distinction. It has been converted into offices.

2.17 This building contributes to the significance of the Conservation Area and to framing Mortlake Green.

NORTHERN AND SOUTHERN BOUNDARY STRUCTURES

2.18 The boundary to the north comprises five different sections and separates the brewery site and the public towpath. The boundary structure to the



Former hotel building facing Mortlake Green



Former bottling building facing Mortlake High Street



Existing northern boundary facing Thames



Existing northern boundary facing Thames



Existing southern boundary facing Mortlake High Street



Existing southern boundary facing Mortlake High Street

east nearest Bulls Alley, where it survives in the form of historic brickwork, is mostly formed from the surviving river facing elevations of the old brewery buildings, now demolished.

- 2.19** The boundary to the High Street to the south is largely historic although there are some additions in modern brick construction. This structure is in two sections.
- 2.20** The boundary structures are considered to contribute, in varying degrees to the significance of the Mortlake Conservation Area, but it is also recognised that they create a barrier to visual and physical permeability of the site.
- 2.21** The imaginative creation of openings through and the removal of parts of the boundary structures could deliver substantial public benefits. There would be a case for removal of parts of the wall east of the Maltings as this is more recent and would enable the green link to extend to the Riverside.
- 2.22** It is important to note that any works affecting the boundary structure to the north will require consent from the Environment Agency as it is identified as a flood defence. The existing flood

defence level must be maintained at all times with an allowance for rise in sea level due to climate change. The wall will need to be replaced with a structure of no less height (5.94mAOD) (NB this is a spot height and refers to metres above sea level and not ground level.) and in the same condition. The current condition is 'good' (on a scale of 'very poor' to 'very good'). There is also a requirement for Environment Agency consent for any works within 16 metres of the flood defence.

OTHER BUILDINGS

- 2.23** The other existing buildings/structures on the site include the following:
 - Reception;
 - Office block;
 - Club House;
 - Brew House, Chop Cellar;
 - Workshop and Stable Court;
 - Power/Boiler House;
 - Bottling Halls.
- 2.24** These modern buildings are not considered to contribute to the significance of the adjacent Conservation Areas.

SITE OPPORTUNITIES AND CONSTRAINTS

2.25 The nature of the site means that it has a variety of constraints which need to be considered and addressed through its development. These can be categorised as follows:

- Land use;
- Heritage and conservation;
- Urban design;
- Transport;
- Open space;
- Access/linkages;
- Amenity;
- Flood risk.

Opportunities and constraints are identified at Appendix 1, Plan 6

2.26 These are considered below.

LAND USE

2.27 The existing site is currently in employment use and all the buildings on the site are associated with the existing use of the site as a brewery. Retention of brewery use on the site in its current



Site viewed through Mortlake Green



Exposed riverbank at low tide

form is considered to be unviable in the long-term by Inbev due to the space constraints that limit the scope for consolidation of operations.

2.28 The presumption under the Core Strategy CP 19 and DM EM2 is that existing employment levels should be retained on the site as a minimum as part of the mix of uses on the site. Whilst a significant amount of floorspace on the site is used for employment purposes the site employed relatively few staff. An average of 185 staff have been employed over the last 13 years with 118 people employed in 2010.

2.29 Proposals will need to assess the demand for all potential replacement employment generating land uses and the opportunity to create a sustainable mixed use development. The aspiration of the Council is to increase employment on this very large site and indeed widen those employment opportunities.

HERITAGE AND CONSERVATION

2.30 A detailed assessment of the site has been undertaken by Donald Insall Associates Ltd of the historical and architectural significance of the buildings on the site.

2.31 The built fabric of the site is predominantly modern with the exception of a number of buildings that have been identified as making a contribution to the significance of the Mortlake Conservation Area.

2.32 Any application for development relating to development within the Mortlake Conservation Area will be assessed in accordance with Policy HE9 of PPS5.

2.33 Applications will also need to consider the setting of the Mortlake and Mortlake Green Conservation Areas. Proposals should not harm the setting of Designated Heritage Assets in accordance with Policy HE10.1 of PPS5. The site is likely to be of archaeological significance being the site of Bishops Palace, Cromwell House and various earlier brewery buildings. Assessment of archaeological features will be required at an early stage.

HERITAGE ASSETS

2.34 The Maltings building, the former bottling building, the former hotel building and parts of the boundary structures are recognised as being heritage assets as they have been positively identified as having a degree of significance meriting consideration in planning decisions in the assessment undertaken by Donald Insall Associates.

2.35 The development of those buildings which contribute, to varying degrees, to the significance of the Conservation Area will have implications for the relationship with new and replacement buildings on the site and for future site layout.

2.36 It is recognised that the northern and southern boundary structures to the eastern sections of the site prevent permeability between Mortlake High



Traffic dominates Mortlake Green/Sheen Lane

Street and the River Thames. It is envisaged that the imaginative use and partial removal of these structures, allowing access and views from the site to the Thames path and the High Street, and the inclusion of active uses and frontages in these locations would deliver substantial public benefits. This will need to be considered in the context of the northern boundary structure as a flood defence.

URBAN DESIGN

2.37 Key issues related to the development of the site will include:

- The visual relationship of the site to the surrounding area, including views up and down stream and across the River Thames, together with key views towards and into the site;
- The existing urban grain and scale (Appendix 1, Plan 7);
- The opportunity to significantly enhance the character and appearance of the area through high quality development;
- Permeability and specifically, the opportunity to visually and functionally link the site with surrounding areas and with the substantial riverside frontage;
- The incorporation of the principles of sustainable design and construction.

TRANSPORT

2.38 Regeneration of the site will need to take in account existing traffic issues including congestion (which was identified during the consultation process as a major local concern). The location of the site between the River and the with the level crossing to the south means that the impact on the transport network will be a key issue that will need to be fully addressed. Existing movements and linkages are shown in Appendix 1, Plan 8.



Mature trees edge Lower Richmond Road

2.39 The site has a PTAL rating of 2. The relationship and proximity of the site to the railway will be a key consideration and the potential for enhancing linkages should be explored as part of any proposal.

2.40 In addition, the site sits on several bus routes and opportunities should be explored for the integration of the site with the bus network and for new and improved services. The existing bus stop near Bulls Alley gives good access to the Eastern section of the site.

2.41 Opportunities to link with existing or possible future river transport routes and leisure uses will be actively encouraged.

The indicative Plan indicates potential road links through the site but the line of these and other access roads will depend upon final layout. The adjoining towpath which runs along the northern boundary of the site is part of the Thames Path National Trail Walking Route. Pedestrian and where possible, cycling routes should be created through any new development and links made between the new development and existing pedestrian and cycling routes. This should be considered alongside other opportunities to enhance linkages with the surrounding area and increase permeability through the site.

OPEN SPACE

2.42 Landscape and open space is shown in Appendix 1, Plan 9. There is an existing private playing field in the south west corner of the site. This comprises two football/one cricket pitch and a pavilion. This is currently used by Barnes Eagles Football Club on Saturdays and Sundays it also used by local schools for sports events and summer fairs.

2.43 This is designated as “Other Open Land of Townscape Importance” (DM OS3) which the Council will seek to protect and enhance.



Informal self seeded landscape along riverside



Pedestrian route between the site and the Thames



Private playing fields with brewery buildings beyond

Consideration has been given to whether there would be any benefits from the relocation of this space and the Council’s conclusion (supported by the public) is that it must be retained in this location, and made more accessible for public use.

2.44 There is an exciting opportunity to create a new open space link from Mortlake Green to the River and to enhance the landscape around the site including Mortlake Green and along the River. It is considered that there is considerable scope to improve the amenity of the widened area along the Riverside towpath close to Bulls Alley, and to preserve the historic cobbled surfaces and other heritage assets including the disused railway tracks. Bulls Alley should be retained and improved and the existing slipway hard exploited for river-related uses and leisure activities. The Ship Lane slipway is important for emergency services and should be retained and protected.

2.45 Opportunities to create both informal and formal open recreation space must be taken into account, including for children’s play.

ACCESS/LINKAGES

2.46 A consideration as part of future proposals for the site will be the existing arrangement in respect of access to the river and how this could be improved. There are constraints presented by the current site layout to both permeability and linkages through the site.



Mature trees on Ship Lane and blank boundary walls



Flood defence measures dominate Bulls Alley

2.47 The opportunity to integrate with the Thames Policy Area must be considered and the Council will seek to protect and enhance the special character of the Thames Policy Area.

2.48 Future proposals should consider uses and activities that are functionally related to the River, add to its character, and enable the public to enjoy the River Thames and its riverside. Opportunities to establish such facilities and uses must be considered.

AMENITY

2.49 The impact of any future proposals for the site on the amenity of surrounding residents must be considered, particularly where the site adjoins existing residential properties.

FLOOD RISK

2.50 The River Thames forms the northern boundary of the site and is tidal at this location. The majority of the site is in defended Flood Zone 3. The north western section of the site is located within Flood Zone 2 (Appendix 2, Plan 10).

2.51 Levels along Lower Richmond Road to the south of the site range from approximately 5.0 to 5.4m AOD and levels along Ship Lane and Thames Bank to the north of the site range from approximately 4.1 to 4.4m AOD. A site level Flood Risk Assessment will need to accompany any planning application and future developers should consult the Environment Agency at the earliest opportunity.

3. PLANNING POLICY FRAMEWORK

NATIONAL PLANNING POLICY

3.1 The National Planning Policy Guidance which has particular relevance to this site is included within the following documents. Regional policy of particular relevance to this site is included within the London Plan 2011. In accordance with PPS12, this brief does not seek repeat or reformulate national or regional policy but the policies documents of relevance to the consideration of the redevelopment of this site are as follows:

- PPS1: Delivering Sustainable Communities (January 2005);
- Planning Policy Statement: Planning and Climate Change - Supplement to Planning Policy Statement 1 (December 2007);
- PPS3: Housing (June 2011);
- PPS4: Planning for Sustainable Economic Growth (2009);
- PPS5: Planning for the Historic Environment (March 2010);
- PPS9: Biodiversity and Geological Conservation (August 2005)
- PPG13: Transport (April 2001/January 2011);
- PPG17: Planning for Open Space, Sport and Recreation; (July 2002)
- PPS22: Renewable Energy (August 2004);
- PPS23: Planning and Pollution Control (November 2004);
- PPG24: Planning and Noise (October 1994);
- PPS25: Development and Flood Risk (December 2006).

REGIONAL PLANNING POLICY

- London Plan 2011

LOCAL PLANNING POLICY

- London Borough of Richmond upon Thames Saved Unitary Development Plan First Review Adopted 1 March 2005.
- LDF: Core Strategy Adopted April 2009.
- Emerging LDF: Development Management DPD 2010
- Statement of Community Involvement May 2006.
- Thames Strategy- Kew-Chelsea

OTHER RELEVANT DOCUMENTS

- Local Housing Assessment 2006 (April 2007)
- Sustainable Urban Development Study September 2008
- Employment Land Study November 2009
- Education Needs Study September/October 2005, updated 2007 and report to Cabinet in December 2010 with respect to planning for future school places.
- Borough's Sport, Open Space and Recreation Needs Assessment March 2007
- Mortlake Conservation Area Statement
- Mortlake Conservation Area Study
- Strategic Flood Risk Assessment June 2008
- Richmond Biodiversity Action Plan
- Emerging Surface Water Management Plan 2011

PRINCIPAL POLICY CONSIDERATIONS

3.2 The principal local policies for consideration in relation to this site include the following:

- Existing land use – CP 19 and DM EMP2 relating to the retention of employment uses;
- Transport – CP..... and particularly DM TP1 which requires development to relate to transport capacity and DM TP2-7 which deal with more specific transport matters.



Former bottling building



View of the site from the opposite bank

- Potential land uses – DMTC2 relates to areas of mixed use and also particularly relevant are DM EM1 in respect of new employment uses and DM OS12 in relation to riverside uses Policies relating to community and leisure uses include CP19, DM OS8, DM OS8, and DM SL1. CP14, CP15, DM HO4-6 relating to residential use, affordable housing and mix. Retail uses are covered by DM TC2 and 4.
- Sustainable design and construction and reduction of energy use – CP1-3 relating to sustainable development, reducing carbon emissions, climate change and CP4, CP5 and CP6 relating to biodiversity, sustainable travel and waste respectively and DM SD1-10
- Heritage and conservation - Policies DM HD1 relating to Designation and Protection enhancement of conservation areas. DM HD3 relating to buildings of townscape merit, DM DP6 in relation to war memorials, DM OS11 in respect of the Thames Policy Area DM OS9 in relation to lighting/floodlighting and DM HD4 in relation to archaeological sites..
- Design - Design considerations set out in CP7 and DM TP1-7.
- Biodiversity – CP4 relating to biodiversity. CP11 relating to the River Thames corridor. DM OS5 in relation to biodiversity and new development.

4. DEVELOPMENT OPPORTUNITIES

VISION FOR THE SITE

4.1 The Council's vision for the site reflects the outcomes of the consultations and is illustrated in Appendix 1, Plan 1. Opportunities and constraints are shown in Appendix 1, Plan 6. The redevelopment of the Mortlake Brewery land represents a major opportunity for the mixed use regeneration of this site. It creates the opportunity to stitch back this substantial site into the very heart of the local community through the exceptional quality of architectural design, public realm and landscape.

COUNCIL'S VISION

4.2 The overall vision is based on the desire to provide a new village heart for Mortlake based on buildings and public realm of the highest quality that will radically transform Mortlake whilst respecting the character and history of the area. The site should provide a new recreational and living quarter with a mix of uses aimed at creating vibrant links between the River and the town and enlivening the Riverside frontage and Mortlake High Street, fully realising this unique opportunity for the Mortlake community.

4.3 One of the most important aspect of the vision is that there should be a new green space linking to the Riverside, to enable the community to freely access and enjoy the areas

main asset, the River Thames. The green space should be bordered by high quality buildings of a traditional style sensitive to the local vernacular, and creating a 'sense of place' similar to other areas such as at Richmond Green or Barnes Green. Buildings addressing this new open public realm must contain a mix of uses and create animated active frontages.

4.4 The Council will require a mix of uses throughout the area and particularly to the east of Ship Lane to create a new Mortlake Village, to generate vibrancy, local employment community and leisure opportunities. These should include restaurants and cafes and small retail spaces, community leisure uses, a museum, boat houses and other river-related uses/activities. They should also include lower cost units suitable for small businesses, creative industries and scientific and technical businesses including green technology, together with mixed tenure high quality housing. The new green space will be the core of the new community and it should provide the centre piece of a new community hub as well as high quality open public realm and landscape with open access to the river as well as maximising the considerable assets and history of the area. The opportunity should be taken to enhance biodiversity throughout the site and particularly along the river.

4.5 The development must be sustainable and designed to the highest standards of inclusive design.

4.6 The key aspects of the vision are that a scheme should;



Facia of former bottling building

- Provide a comprehensive approach to the development of the site to prevent it being developed in a piecemeal fashion; create a master plan for progressive long term development;
- Create a major new green space linking Mortlake Green to the River and the riverside, including a Riverside Square and improved access for the existing community focussing on the Maltings and the River Thames and include ecological enhancement;
- Provide a mix of vibrant uses particularly in the area to the east of Ship Lane to generate vibrancy and local employment, community and leisure opportunities, including restaurants and cafes and small retail spaces, community leisure uses, a museum, boat houses and other river-related uses/activities. It should also include lower cost units suitable for small businesses, creative industries and scientific and technical businesses including green technology, as well as high quality mixed tenure housing;
- Lead to the viable reuse of buildings identified as contributing to the character of the Conservation Area and safeguard their future;
- Provide a range of activities that will make the Riverside an attractive destination during the day and evening for local people and the wider community, improve the towpath and create a Riverside amenity area near Bulls Alley. The development must not create 'gated residential communities' which restrict permeability and positive community interaction. Inactive frontages along the towpath similar to that east of Bulls Alley will not be permitted;
- Recognise the historic importance of the site at the finish of the Oxford versus Cambridge Boat race through the provision of new boat house or other River-related facilities;
- Achieve high quality, sustainable and inspirational design of both buildings and open space using different design approaches and materials to avoid a similar approach across the whole site;
- Reduce and mitigate any adverse impact on the wider area, including on the transport network and parking;
- Be financially viable and commercially deliverable, with assumptions about land values and revenues realistically based on the constraints of the site and the planning policy framework.



View towards Thames Path with site behind

5. KEY ISSUES AND PRINCIPLES

5.1 The exact nature, amount and mix of land uses will be dependent upon a number of factors. A key issue is the capacity of the existing road system in the vicinity which means that the overall level of development and mix of land uses will be limited by the need to avoid a significant deterioration in traffic movement. The following are addressed below:

- A** Sustainability
- B** Land use Options
- C** Townscape and Urban Design Issues
- D** Transport and Parking
- E** Open Space
- F** Access
- G** Amenity
- H** Flood Risk
- I** Planning Obligations

These are addressed in detail below.

A – SUSTAINABILITY

5.2 Sustainable development can be defined as development that “meets the needs of the

present without compromising the ability of future generations to meet their own needs". This should be an overarching theme that is relevant to all the key issues and principles set out below.

- 5.3** Good design is a key element in achieving sustainable development.
- 5.4** This large site provides an excellent opportunity for a high quality and sustainable scheme. The Council expects developers to genuinely maximise the opportunity for sustainable development through maximising for example the efficient use of resources including land, water and energy, reduction in carbon emissions, the use of renewable technologies and local power generation, including sustainable drainage systems such as green roofs, re-cycling waste and generally assisting in reducing any long term adverse environmental impacts of development in accordance with Policy CP1-3 and DM SD1, SD2, SD4, SD5 and the Sustainability Checklist 2011.

B – LAND USE

Mixed Use Approach

In accordance with the vision, the Council are seeking an eclectic mix of uses across the whole site but particularly related to the new green space, the Maltings and along the Riverside and Mortlake High Street. CP 19, DM TC2 and DM DC2 apply. The Land Use plan included in this document is illustrative and although it highlights areas for various uses this is not intended as a zonal planning



Pavement cafes and outdoor seating can add to the vitality

strategy. A mix of uses in all areas will be encouraged as each phase of development comes forward, thus progressively creating a truly mixed use/tenure regeneration of the site.

Employment Use

- 5.5** Whilst the Council acknowledges that the retention of the existing brewery use on the site is not considered to be viable for AB InBev in the long-term, the Council will expect the proposals to deliver a level of employment at least equivalent to existing levels, but aspires to create a wide range of new increased opportunities particularly for local people.
- 5.6** In accordance with Policy CP 19 and DM EM2, the Council will expect the existing level of employment to be reprovided as part of any development scheme as a minimum. Whilst the overall existing floorspace on the site is high the level of employment is now relatively low (an average of 185 people over the past 13 years). In 2010, 118 people were employed on the site.
- 5.7** There is therefore potential to provide more intensive employment generating uses on this site as part of a mixed used scheme, which would provide for employment opportunities for local people and in turn allow land to be released for alternative uses in order to meet a range of other policy objectives.
- 5.8** The Council will welcome the opportunity to create alternative employment generating uses on the site, and it is recognised that these could include various alternatives as described below.
- 5.9** An Employment Study (November 2009) was undertaken by URS on behalf of the London Borough of Richmond upon Thames which assesses the quantity, quality and viability of employment land throughout the Borough to 2026. A Local Economic Assessment was carried out in 2010. These studies inform the comments below.
 - i) Local Industrial/Warehouse Market (Use Class B2/B8)**
- 5.10** It is considered that large scale Class B2/B8 uses would not be appropriate on the site as demand is low locally and these would not maximise the opportunity for integration with the surrounding area and create a vibrant mix of uses reflecting the site's location.

ii) Offices (Use Class B1)

5.11 According to the URS report and the Local Economic Assessment demand for offices has historically been strong and where demand arises this is generally for small and serviced accommodation and from businesses of 10-20 employees. The Council would support office development as part of a mix of employment uses. This will need to be specifically targeted to ensure that it meets an identified need and is viable. In accordance with the Core Strategy Policy CP19, the scale should be limited and the Council will encourage the provision of smaller units where these meet modern business needs.

5.12 The Council would particularly support the provision for employment uses such as:

- Creative industries
- Start-up units
- Scientific industries
- Environmental industries

This list is not exhaustive and future developers should undertake a site specific Employment Study as part of any planning application.

5.13 The Council recognises that a wide variety of other uses that may be suitable on the site that could generate employment including the following:

- Small scale Retail and Restaurants (Use Classes A1, A3 and A4)
- Leisure uses (Use Class D2)
- Community uses (Use Class D1)

iii) Retail/Restaurant/Café/Bar Uses

5.14 Such uses could provide vitality and viability and encourage more activity particularly adjacent to the river. These uses also create an opportunity to re-invigorate the High Street, combined with landscape treatment to improve and reduce the dominance of the existing dual-carriageway environment. It is suggested that small convenience shops could be located on the Lower Richmond Road to benefit from passing trade; any more specialist shops/studios would be around the Riverside Square. These would be small scale retail uses and should not compete with East Sheen District or lead to an unacceptable impact on other local shopping centres and parades in accordance CP8 and DM TC2. The area is not to be considered as a retail



Activity generating uses prioritised at street level

destination in its own right and it is important that retail should be ancillary to the uses on the site to serve local needs.

5.15 Small scale, café, bars or restaurants will be encouraged around the Riverside Square and Green Link and along the River.

5.16 In order to protect the amenities of local residents which could be adversely affected by noise and other activity, the Council will seek to control hours of use of such facilities through the imposition of conditions.

iv) Sports/Leisure Uses.

5.17 The Council also recognises that leisure uses must play an important role in the vitality and viability of the area and particularly the Riverside and should include a range of facilities that will cater for all age groups.

5.18 The Council will strongly encourage small scale sports and leisure uses including a boat house(s) and other river-related uses/activities and space for activities such as martial arts, yoga, soft play, and dance. Larger scale leisure uses were opposed in the public consultations. If proposed

they would be assessed in accordance with PPS4. These will need to be considered in the context of existing supply in the borough, the appropriateness of the site and access limitations, and issues such as traffic generation and compatibility with other priority land uses.

v) Education/Community Uses

5.19 The Council strongly supports the provision of education and community uses and facilities within the scheme. This is particularly so, given the significant scale of the overall site and its re-integration into the Mortlake context.

5.20 The Council will support the provision of a two-form entry Primary School designed to maximise the potential for community uses and developers should discuss this with the Council at the earliest opportunity to form part of master planning proposals. The level of community provision will be linked to the quantum of residential provision on the site and other community provision should help form a new community hub around the open space in the Maltings and the block immediately east. The Council also recognises that the development will increase the pressure on local health services and appropriate planning



Recreation, leisure, viewing and green character are key themes for the riverside

contributions will be sought to increase local capacity. The preferred location for any school facilities are adjacent the existing sports fields in the south west area of the site.

vii) River Related Uses

The Council wishes to maximise the opportunities of the site's location adjacent to the River and therefore would support recreational and other River-related uses which provide activity and interest and are functionally related to the River, add to its character, and enable the public to enjoy it. These could include boats houses, rowing, canoeing or other leisure activities associated with the River DM OS12.

vi) Residential

5.21 It is recognised that the development of the site is an opportunity to make a significant contribution to housing provision and particularly the need for family housing.

5.22 Residential use is likely to be the most valuable use and has the potential to deliver public benefits and enable other priority uses including community uses to be delivered. The Council will therefore support a mixed tenure residential led mixed use development provided there is a range of other uses to create a vibrant Riverside area and associated employment and leisure opportunities. This should include family housing and the maximum reasonable provision of affordable housing of appropriate tenure mix, in accordance with LDF policy CP15 and DM HO6. The Council recognises that the requirements for a mix of uses including open space and community uses and for the restoration of the historic buildings may affect the amount of affordable housing that can be provided and on this basis each case will be treated on its merits subject to detailed viability appraisal.



Appropriate river related uses will be encouraged

5.23 All homes should meet at least Code level 4 of the HCA Code for Sustainable Homes.

5.24 The Council may require supported housing to meet specific community needs if this is providing for an identified local need and financially viable.

C – TOWNSCAPE AND URBAN DESIGN ISSUES

5.25 Proposals should be informed by the broader context set within the Thames Strategy – Kew to Chelsea, and the Mortlake and the Mortlake Green Conservation Area Studies. Conservation and urban design issues will be an important consideration in appraising the suitability of development proposals for the site. Proposals should be informed by a detailed archaeological and heritage assessment that identifies those elements most and least sensitive to change as well as an assessment of key views and the relationship to the surrounding area. Part of the site is within a Designated Heritage Asset (the Mortlake Conservation Area) and contains three buildings and certain boundary structures which are heritage assets.

5.26 These buildings/structures include:

- The Former Maltings Building
- Former Bottling Building
- Former Hotel Building
- Northern and southern boundary structures

The integration of these buildings with the development of the site will need to be carefully considered with special attention paid to preserving their setting and preserving or enhancing the character or appearance of the Conservation Area. The retention of the northern and southern boundary structure may prevent key public benefits from being realised. In particular, the



Architecture should reflect historic character



Well proportioned and sensitive architecture is required

potential to improve and enhance linkages between the surrounding area, the site and the river, and to re-invigorate and improve the Mortlake High Street frontage, and roadside edges.

5.27 Future proposals should consider the Heritage Assets and the need to preserve or enhance the character or appearance of the Conservation Area. The Thames Strategy Kew-Chelsea indicates development should protect and interpret the remains of Mortlake's industrial heritage and riverside infrastructure, including the slipways and old riverside wharves, the traditional cobbled sloping revetments and historic steps leading to the foreshore, and the network of historic passages. Future proposals will need to consider the restoration of heritage assets and promote public access and improved signage to assets, interpretation panels and measures to display and disseminate archaeology remains. The War Memorial must be retained within or close to the site on agreement from the Council.

5.28 The Council considers that design and form of the new development should take into account the objectives for urban design set out in the CABI publication 'By Design'. The Council will use the criteria in this document to assess the urban design quality of proposals for the site. Of particular importance is the need to ensure that the Riverside area does not become a dark and foreboding area either during the day or at night and therefore it is important that there is an appropriate mix of uses, and that design fully takes into account the need for safety and security. Setting back development from the river corridor and incorporating an area of natural open space can assist in designing for safety and security.

5.29 The Council's adopted Supplementary Planning Guidance, Mortlake Conservation Area (Study) and

Conservation Area Statement and the Thames Strategy Kew to Chelsea must be taken into account in terms of appraisals of the character of the area for its conservation, enhancement and management. The Council will need to be assured that the development will integrate and link visually, functionally and in townscape terms of the rest of the surrounding area. Mortlake is described in the Design Quality SPD as having a dense built up character composing of regular patterns of terraced Victorian streets with some set back but little planting. Within this area there are a number a taller buildings and structures and large building footprint. Any proposals would need to consider the views to and from the Conservation Area and the setting of nearby listed buildings including the riverside houses to the north of the site and Chiswick Bridge. Also relevant are Thamesbank, St Mary's Church, the Maltings and Tapestry Court and the gateways into Mortlake at the playfields, St Mary's Church and the level crossing.

5.30 Development proposals must consider the existing urban grain and scale and particularly the opportunity to reflect the character and regular pattern of the nearby Victorian streets, the distinctive alleyways located throughout Mortlake and the traditional character established by the use of brick, stone, stucco and render. It is recognised that there are larger scale buildings on the site and Mortlake is identified within the Boroughwide, Sustainable Urban Development Study undertaken by Turley Associates in September 2008 as an area which may offer opportunities for new development of around six storeys. It identifies Mortlake as characterised by a mixture of building types, scales and uses and states that buildings are typically two to three storeys with the exception of the Mortlake Brewery Granary building which stands as a local landmark at eight storeys. New buildings should be less than the height of the Former Maltings Building and development should consider views of this building to ensure this is not obscured or subsumed by new surrounding development. Appendix 1, Plan 1 indicates maximum heights that would generally be acceptable on the site and these reflect the planning benefits being sought. A mix of heights across the site will be required to reflect and relate to the existing urban grain and scale. Housing on the north western zone should be lower density with heights upto 3 storeys relating to existing residential and of generally 3-4 stories around the playing fields and create a new street emulating the character



Existing character of the area must be respected

of buildings of townscape merit on the Lower Richmond Road.

5.31 If taller buildings are necessary to ensure a viable scheme higher building could be located at the core of the site, generally where the larger and higher existing buildings are located, and that height and scale diminish towards the perimeter of the site or along the Riverside.

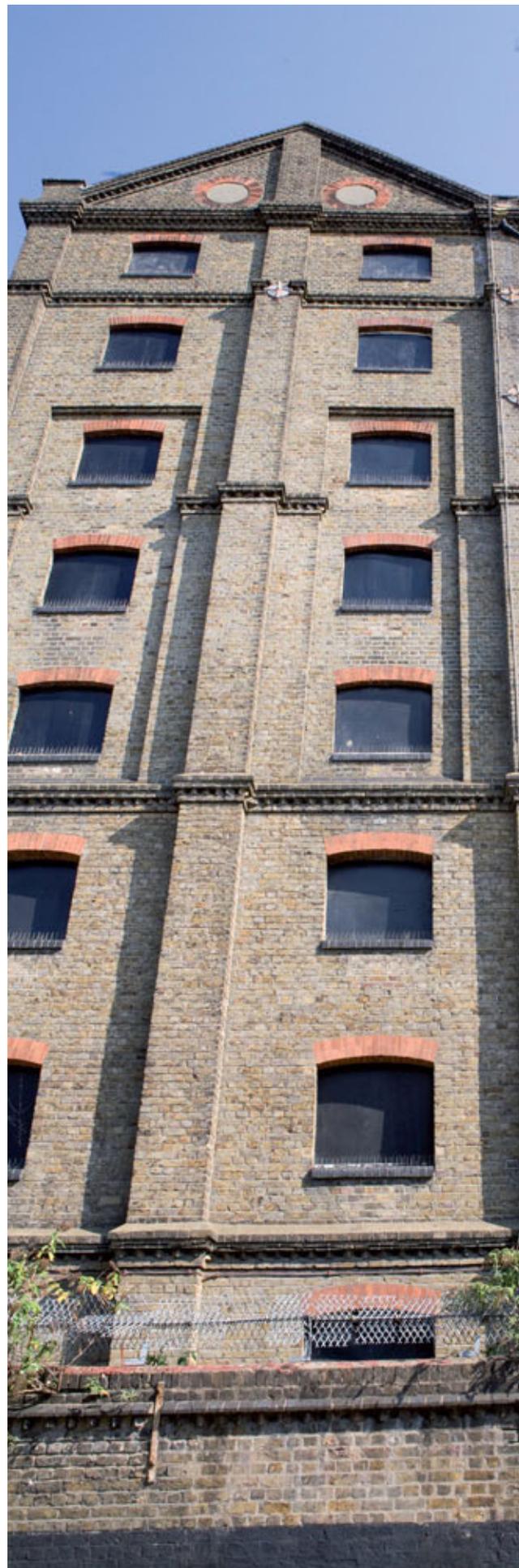
5.30 Buildings along the riverside boundary should, avoid a continuous ribbon of development and should not over dominate the towpath and the riverside environment. Buildings must be designed to include variations in height and roof profile; including an appropriate set back from the towpath at ground level and at upper floor levels. Riverside buildings should create physical and visual permeability; and allow daylight and sunlight onto the towpath and riverside setting. Focal points should be created adjacent the Maltings and Bulls Alley. Opportunities should be taken to improve the appearance of Ship Lane through enhancing the pedestrian space and ensuring buildings are not overbearing.

5.31 The designation of the northern part of the site as falling within the Thames Policy Area will be an important consideration in terms of urban design.

The impact of the development of the site on key views from Barnes Bridge and Chiswick Bridge should be considered.

D – TRANSPORT AND PARKING

- 5.32** The Council must be assured that transportation and highways issues can be satisfactorily addressed through the proposals. The consultation process identified a number of transport issues in the area which included concerns about impacts on road congestion, existing bus routes and the possibility of bus stopping and/or turning facility including the replacement of the Avondale Road terminus.
- 5.33** The Council will support the provision of a development which minimises adverse impacts on the surrounding area and the amenity of nearby residents, as well as providing transport choice.
- 5.34** The Council will expect proposals to assess the potential to create new pedestrian routes and improve cycle provision both within the site and linking to existing routes in the area. Improved pedestrian links across the Lower Richmond Road and Mortlake High Street and along Sheen Lane are particularly important to link the existing communities to the River and to ensure new residents can access existing shops, services and community facilities and the Station. The principles of sustainable transport should be considered in accordance with Policy CP5. Opportunities to utilise the River for transport both during demolition and redevelopment of the site and as phases are completed must be fully exploited.
- 5.35** A Transport Assessment will be necessary to consider the impact of vehicular traffic within and around the site as a whole. Development proposals will need to take into account impact on traffic congestion and air quality, impact on the historic environment and impact on local residents. Appropriate improvements to highways and public transport provision will need to be identified. A Green Travel Plan including a way-finding strategy for pedestrians will be a requirement for any development on the site.
- 5.36** Proposals must provide car parking (and car club provision) and cycle parking (and provision for visitors to the area) in accordance with the Council's standards (residential development would be required to have at least one space per unit) and ensure no adverse impact from parking



New life to be given to redundant building

on the local area. Both surface and concealed parking areas must be very carefully handled and fully integrated in the design of the public realm and landscape environment. The perimeter treatment of undercroft or basement car parking must be particularly sensitively handled to create a high quality treatment of the whole development. Internal artificial lighting to these areas should have no negative impact on the overall design.

E – OPEN SPACE

- 5.37** The existing private playing field in the south west corner of the site comprises two sports pitches used as either two football pitches or one cricket pitch. There is also a pavilion on the open space.
- 5.38** The existing sports/recreation ground on the site is allocated as Other Open Land of Townscape Importance (DM OS3). Future proposals for the site will need to ensure that development adjacent to the area of open land has regard to the visual impact on the character of the open land. The Council will seek the retention of the two existing football pitches/one cricket pitch for increased public use (DM OS8).
- 5.39** The consultations have consistently supported the need to improve linkages to the River and to provide



Existing building to be integrated

views of the River. A key element of the Council's vision is to create an open space link between Mortlake Green and the River (which could include sympathetic treatment of any crossing/links across Lower Mortlake Road), a Waterside Open Space close to the Maltings and an amenity area along the Riverside near to Bulls Alley. It is envisaged that new green space could provide leisure opportunities to meet local needs such as a temporary ice rink, fairground and market. The vision is also based on buildings around the green being of a design and scale as to promote a village green atmosphere with traditional architecture sensitive local vernacular and a mix of uses to promote a vibrant and inspiring area. The use of green infrastructure and multi functional open spaces should be considered as



Existing playing fields

part of addressing open space, access, nature, biodiversity and recreation.

- 5.40** It may be possible to share the use of the pitches with a school although it is recognised that pitches have a finite capacity.
- 5.41** The issues and benefits associated with both informal recreation and formal recreation will need to be assessed as part of a planning application.

F – ACCESS

- 5.42** The development of the site presents a substantial opportunity to improve the links between the Mortlake and the site and the site and the River.
- 5.43** The boundary structures both to Mortlake High Street and the River prevent access to the River and future development of the site presents the opportunity to significantly and imaginatively improve the relationship between the site and the surrounding area and integration between the surrounding area, the Thames and the towpath. This will need to be considered in the context of the structure as a flood defence.
- 5.44** The development should provide for the highest standards of accessibility and inclusion including meeting the needs of disabled people.

G – AMENITY

- 5.45** The Council must be assured that residential amenity issues can be satisfactorily addressed through the development proposals. The principal considerations are likely to be sunlight and daylight impact, sense of enclosure, overlooking and noise. Assessments will be required to address the impact on the amenity of surrounding residents as a result of the redevelopment of this site.

H – FLOOD RISK

- 5.46** The Council must be assured that future proposals are assessed in the context of its location adjacent to the River Thames (DM SD6). This may have an impact on the proposed mix of uses on the site and will need to be taken into account as part of the proposed development. Development must also be sensitive to the future effects of climate change such as sea level rise.
- 5.47** The existing boundary structures are identified as having the status of flood defences. A mitigation strategy will be required as part of any planning application and the Environment Agency should be consulted at the earliest opportunity. The Agency will need to be satisfied that buildings are sufficiently set back from the river/flood defences to allow for access and maintenance of flood defences and for improved riverside space for people and wildlife.



Exposed riverbank with site to the left



View of the river from Ship Lane

5.48 A detailed flood risk assessment would need to be undertaken as part of any planning application for the development of the site.

I – PLANNING OBLIGATIONS

5.49 Planning Obligations – financial contributions as set out in the Council’s Planning Obligations Strategy or any subsequent updates will apply to proposals for new uses and activities on this site including:

- Education
- Health
- Transport
- Public Realm/Open Space and the River Thames

In accordance with Regulation 122 obligations must be:

- a) Necessary to make development acceptable in planning terms;
- b) Directly related to the development, and
- c) Fairly related in scale and kind to the development.

Such contributions will be negotiable and may include contributions in kind. Developers should contact the Council at an early stage to discuss likely requirements.

In circumstances where there are other developments in the vicinity where mitigation measures are required, it may be appropriate to pool contributions having regard to limitations imposed by the Community Infrastructure Regulations 2010

6. PLANNING APPLICATION DETAILS

6.1 The Council would seek a comprehensive holistic approach to the site.

6.2 In support of a planning application and an application for conservation area consent, if appropriate, the Council will require the submission of the following information.

- Design and Access Statement
- Environmental and Sustainability Statements
- Heritage Assessment and Inventory
- Transport Assessment
- Planning Statement
- Tree and Landscape Report
- Employment Study
- Site Level Flood risk assessment
- Sustainable construction checklist
- Preliminary Risk Assessment (contamination)

6.3 The Validation checklist set out on the Council’s website should be consulted.

If you need this document in
Braille, large print, audio tape,
or another language,
please contact us on
020 88917322 or
minicom 020 8831 6001

Civic Centre, 44 York Street
Twickenham TW1 3BZ
www.richmond.gov.uk

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در آدرس قید شده در زیر مراجعه نمایید تا ترتیب ترجمه
تلفنی برایتان فراهم آورده شود:

Farsi

إذا كانت لديك صعوبة في فهم هذا المنشور، فنرجو زيارة الإستقبال في
العنوان المعطى أدناه حيث بإمكاننا أن نرتب لخدمة ترجمة شفوية
هاتفية.

Arabic

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਪਰਚੇ ਨੂੰ ਸਮਝਣ ਵਿਚ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਹੇਠਾਂ
ਦਿੱਤੇ ਗਏ ਪਤੇ ਉੱਪਰ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਆਓ ਜਿੱਥੇ ਅਸੀਂ ਟੈਲੀਫੋਨ ਤੇ ਗੱਲਬਾਤ
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Punjabi

FURTHER INFORMATION

Detailed information is contained in other
supplementary guidance and leaflets, available from
http://www.richmond.gov.uk/planning_guidance_and_policies.htm

LONDON BOROUGH OF RICHMOND UPON THAMES

Environment Directorate
2nd Floor Civic Centre
44 York Street Twickenham
Middlesex TW1 3BZ

Tel: 020 8891 7322
Minicom: 020 8891 6001

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