



## **1.0 INTRODUCTION**

The purpose of this brief is to guide the redevelopment of some or all of this important riverside site, shown on plan 1, which is currently used as television studios. The brief describes UDP designations and their implications for this site, the preferred land use mix, transport/parking considerations, design and landscape requirements.

The Council values the employment-studio use of the site as contributing to the local economy, but would consider consolidation of this use with part redevelopment to secure the long-term future of the studio use, to provide for other priority uses (including affordable housing and public uses) and to rationalise the use of the site. In view of the high land values of residential development, particularly on riverside sites, the Council wishes to resist market pressure for this use to predominate at the expense of other priority uses and objectives.

## **POLICY**

### **2.1 Regional Planning Guidance**

Strategic Guidance for London Planning Authorities (RPG 3) and River Thames (RPG 3B/9B) describes the importance of the character of each reach and that the design of new development on riverside sites should take account of this special character. The guidance also requires the production of a design statement as part of the planning application for such sites (Paragraphs 3.11-3.25 of RPG 3B/9B). London Planning Advisory Committee (LPAC) Advice on Strategic Guidance for London para 3.7 refers to Creative Industries and the need to foster such activities. The Mayor of London's Spatial Development Strategy currently under preparation will supersede existing guidance within RPG3 (late 2002)

### **2.2 Unitary Development Plan designations**

2.3 The London Borough of Richmond upon Thames Unitary Development Plan (1996) is currently undergoing a review, which should be adopted by mid/late 2001. The adopted Plan, the UDP Review: deposit draft, and the proposed post deposit changes should be consulted for details of policy.

2.4 Plan 1 shows UDP Review designations on this site, the policies (including post-deposit changes) are set out in Appendix A and listed below:-

ENV 26 Thames Policy Area

ENV 33 Protection of the Floodplain and urban washlands (part nearest to river)

BLT 2 Conservation Area (5, Broom Road and strip along North West Boundary)

BLT 4 Building of Townscape Merit (5, Broom Road)

Other key UDP policies relevant to the site will be referred to below.

### **2.5.1 Other Guidelines/ Constraints**

- 2.5.2 The site lies within the Thames Landscape Strategy area, which covers the riverside from Hampton to Kew.
- 2.5.3 Developers should consult with the Environment Agency at an early stage to ensure that their proposals meet the EAs requirements with respect to building on land liable to flood.

## **3.0 THE PREFERRED LAND USE MIX**

### **3.1 Employment**

The Council's policy EMP 4 (both adopted and reviewed plan) seek to retain employment land in this use. However, the location of the site and its relationship to public transport mean that it would not be appropriate to have a major increase in employment levels through redeveloping the whole site more intensively, just for employment use. The Council would prefer mixed uses compatible with the riverside location and to meet other priorities of the Plan with a broadly comparable employment level. Small employment units would be preferred, including river related employment, live/ work units and/ or small studio spaces.

### **3.2 Residential**

As part of a genuine mixed use scheme residential units would be acceptable. There should be a mix of residential units on the site, including smaller units. Within the UDP Review there is a normal requirement for at least 40% affordable housing and 10% wheel chair accessible housing (wheelchair housing may also be included in affordable housing) while the Mayor of London's interim planning policies are seeking 50% affordable housing units. As this is an established employment site the Council will be seeking to negotiate a substantially higher proportion of affordable housing than the 40% target included in the UDP Review Policy HSG 6, particularly taking into account the 100% required by Policy EMP 4 and its accompanying text. Densities should take into account UDP policies.

### **3.3 River Related Uses**

In accordance with emerging policy of the UDP Review there should be an assessment of the potential of the site for river dependent uses and facilities.

### **3.4 Restaurant/ Leisure Facilities**

A café/ restaurant and or small scale leisure facilities, beside and relating to the river will be appropriate on lower floors of buildings fronting the river to provide an attractive, safe and interesting environment. Such facilities should be fully utilised by all day opening for the use of employees on the site, residents and the general public.

### **3.5 Public Access**

Under policy ENV 27 a public riverside walk will be required as part of the redevelopment. A public sitting area relating to the other public facilities on the riverfront would be expected.

### **4.0 TRANSPORT AND PARKING**

- 4.1 The Council's overall policy is to reduce use of the private car and promote the use of sustainable forms of transport, to bring about an overall reduction in road traffic in line with Government policy. UDP Review Policy TRN 2 refers to transport and new developments in detail.
- 4.2 Under TRN 2 there is a requirement for developers to provide a Transport Impact Assessment (TIA) in respect of development proposals, in this case it should cover the whole site. It is suggested that the TIA be discussed with the Council's Transport Section at an early stage. Under TRN3, the Council will require the development of a Green Transport Plan also covering the whole site.
- 4.3 The Transport section can advise on detailed requirements regarding the vehicular/ servicing/ cycling and pedestrian access to Broom Road and such access within the site once the principles of a scheme have been established.
- 4.4 In line with overall aims, the Council would like to minimise car-parking provision on site and vehicle-parking standards within the UDP are now expressed as maximums. There will also be a requirement for cycle parking.
- 4.5 In order to achieve appropriate sustainable transport targets the developer will be expected to enter into a Section 106 agreement to contribute towards necessary improvement of sustainable transport in the vicinity. (see policy IMP 3)

### **5. DESIGN CONSIDERATIONS**

#### **5.1 Existing guidance**

Open and built environment policies in the UDP First Review (particularly ENV 26 and BLT 11), and Strategic Guidance for the Thames (RPG3b9b) require developers to take particular account of local context in their designs. Considerations include the relationship to the river, the impact on views both local and distant, and on the skyline and local landmarks. Thames Landscape Policy 6.1 aims to conserve and enhance the reach character of boatyards and river works, contrasting with the wild open spaces of Ham Lands.

#### **5.2 Context**

The Conservation Area Statement and Study for the adjacent conservation area, Teddington Lock, and the Thames Landscape Strategy [TLS] at Chapter 3 Section 6, provide between them detailed appraisal of the site's context. These identify as key elements the dominance of the River and its associated engineering infrastructure and buildings in establishing the character of the area; the reducing scale towards the River at Ferry Road, the local landmarks of the

footbridge and St Alban's Church, and the rural setting on the Surrey bank. As there is a continuous footpath along the River on the Surrey side, both close and long views of the site and its setting are important as the footbridge forms a visual focus for some distance. The leisure uses (pubs, fishing, the Thames Path, boating activities and moorings) are also important elements of the character of the area.

### **5.3 Existing buildings**

The existing buildings on the Teddington Studios site are bulky but their impact is lessened by the setting back of the main blocks, and by the adjacent tree screening. Main viewpoints are from the footbridge (rather than ground level), and from the opposite bank where the well-treed lock island intervenes. The car park at the river frontage is an inappropriate use of riverside open space. The restaurant, although rather crudely detailed, has a well-modelled relationship with the River.

### **5.4 Design objectives**

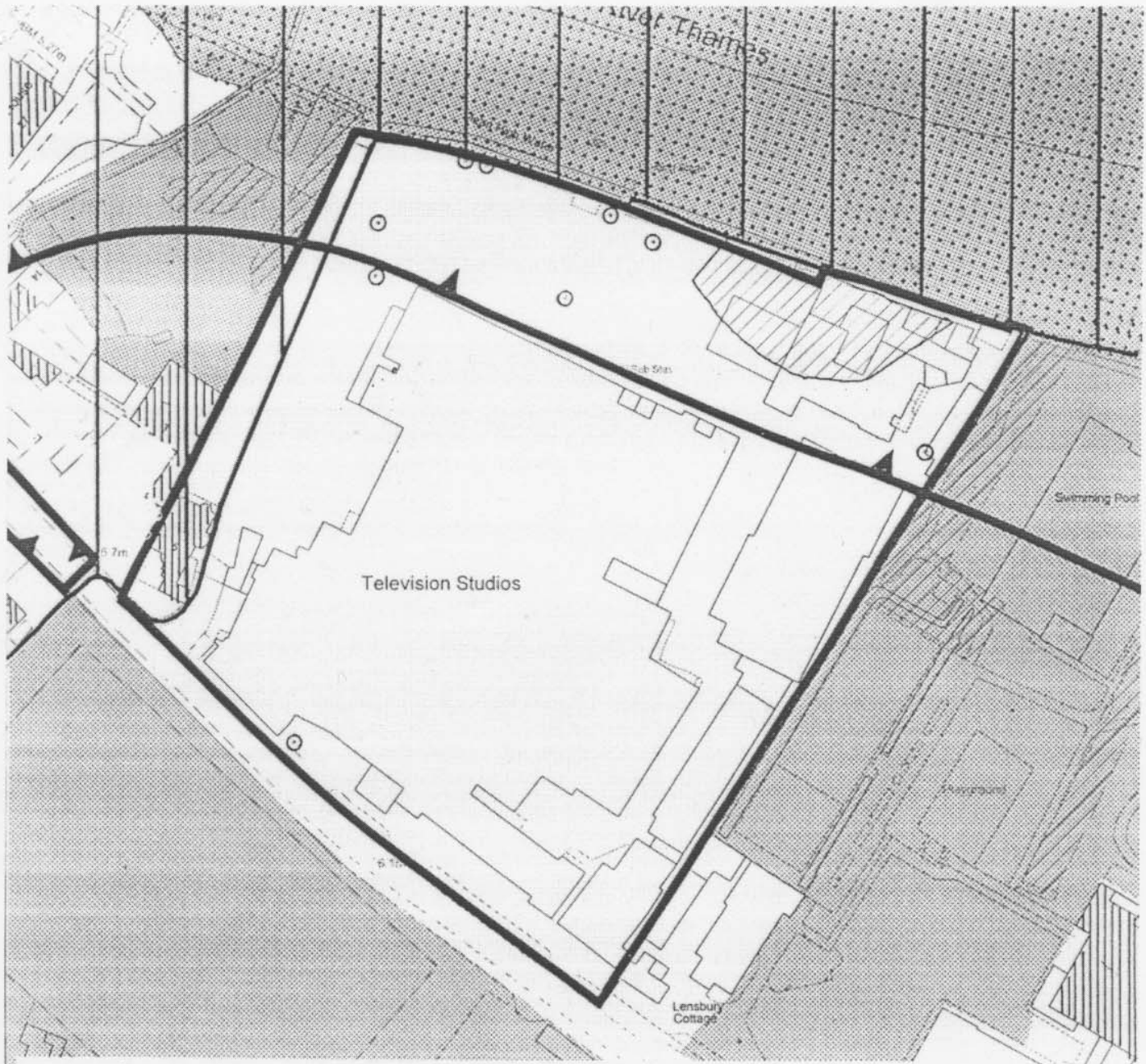
The requirement in the Brief for mixed uses, including leisure uses and public access to the river, should enable the design to generate external spaces which are lively and welcoming to the public, clearly and easily accessible, and relate closely to the River. To this end, any residential element should be designed and located to minimise conflict between residents and the public making use of leisure or recreational facilities. The height of any development to replace existing buildings should not exceed existing height. The height, mass and footprint of any building nearer to the River or other site boundaries than existing buildings should reduce towards the River and should allow open space to predominate, and both re-development and new development should complement rather than challenge existing nearby buildings and local landmarks. In determining the form and structure of proposed buildings, the robust nature of the nearby river infrastructure should be borne in mind, in the sense that the site is capable of supporting robust and innovative modern architecture which relies on clear-cut modelling, texture, contrast and the use of high quality and well-detailed materials for its effect. In view of the Council's commitment to sustainability, new buildings on the site should maximise the use of materials from renewable resources and minimise energy use in both construction and operation, and it would be appropriate for the design to reflect this commitment.

## **6. TREES AND NATURE CONSERVATION**




The site has several individual and one group of trees covered by a Tree Preservation Order; these trees should be retained. The developer is asked to carry out a full tree survey on the whole site for submission to the Council.

## **7. CONTRIBUTION TOWARDS COMMUNITY FACILITIES**





An appropriate contribution may be required towards the provision community uses to meet the needs of the development, including educational provision.



**KEY**

-  Site boundary
-  TPO - tree & group
-  Building of townscape merit

**UDP Designations**

-  Metropolitan open land
-  Conservation area
-  Other site of nature importance
-  Area at risk from flooding

Plan covered by 'Thames policy area'

**R** LONDON BOROUGH OF RICHMOND UPON THAMES  
Policy and Design Department

**TEDDINGTON STUDIOS  
PLAN 1**

CIVIC CENTRE 44 YORK STREET  
TWICKENHAM TW1 3BZ  
TEL:020 8891 1411 FAX:020 8891 7702

Co-ordinates at centre of map:  
Easting: 518374 - Northing: 173399

|                  |                  |                |             |
|------------------|------------------|----------------|-------------|
| Scale<br>1: 2500 | Date<br>25/10/00 | Section<br>P&D | Drawn<br>JC |
|------------------|------------------|----------------|-------------|

Reproduced from the 1999 Ordnance Survey 1:1250 mapping with the permission of Her Majesty's Stationery Office (c) Crown Copyright. Unauthorised reproduction infringes Crown Copyright & may lead to prosecution or civil proceedings.

Phillip Wealthy  
Head of Policy and Design



Produced by dataMAP the LB Richmond's Geographic Information System

LA086533

## FURTHER INFORMATION

### Planning Policy and Guidance

Detailed information is contained in other supplementary guidance and leaflets, available from [www.richmond.gov.uk/planning\\_guidance\\_and\\_policies.htm](http://www.richmond.gov.uk/planning_guidance_and_policies.htm)

### Borough-wide policies and guidance

- Core Strategy
- Development Management DPD (emerging)
- Design Quality SPD
- Small and Medium Housing Sites SPD
- Sustainable Construction Checklist SPD
- Advice for Householders: Sustainable Development
- Front Garden and Off Street Parking Standards SPD

### London-wide policies and guidance

- London Plan (Mayor of London, replacement plan emerging)
- Accessible London SPG (Mayor of London)
- Providing children's and young people's play and informal recreation SPG (Mayor of London)
- London Housing Design Guide (Mayor of London, emerging)

### Development Control (Planning application advice)

[www.richmond.gov.uk/planning\\_applications\\_residential.htm](http://www.richmond.gov.uk/planning_applications_residential.htm)

**Email:** envprotection@richmond.gov.uk

**Tel:** 0845 612 2660

### Building Control

[www.richmond.gov.uk/building\\_control](http://www.richmond.gov.uk/building_control)

**Tel:** 020 8891 7357

### Conservation Areas and Listed Buildings

[www.richmond.gov.uk/urban\\_design.htm](http://www.richmond.gov.uk/urban_design.htm)

**Tel:** 020 8891 7322

## LONDON BOROUGH OF RICHMOND UPON THAMES

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

Produced by Planning Policy and Design

Published October 2000



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](http://www.richmond.gov.uk)

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش 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 ਕਰਨ ਲਈ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ।

### Punjabi