

Introduction & Welcome



Thank you for coming to this engagement event to review and discuss the ideas for the redevelopment of Kew Retail Park.

The Community Planning Weekend on 24th-25th June is being organised by JTP Architects on behalf of St George and Marks & Spencer. This Launch Event is an opportunity to advertise the Community Planning Weekend and for key stakeholders to meet the project team and obtain further information on the event.

Kew Retail Park is an important site in Kew and is jointly owned by St George and Marks & Spencer. The site has been allocated in the London Borough of Richmond-upon-Thames draft Local Plan for comprehensive residential-led, mixed-use development. The redevelopment of the retail park provides an opportunity to bring forward high-quality new homes, replacement retail, and local amenities as well as improved public realm and connections through the site.

Participation at the Community Planning Weekend is on a drop-in basis – there is no need to pre-register – you can stay for a short while, a few hours or the whole event if you are able to. The team members will be on hand to answer any questions you may have.

After the public workshops, the team will analyse and summarise the outcomes and draw up a Vision for Kew Retail Park project including an illustrative masterplan. This will be presented back to the local community on Tuesday 5th July.

Following the Community Planning Weekend, the team will develop the proposals with the council and an ongoing engagement process involving the community.

COMMUNITY PLANNING WEEKEND PROGRAMME

Friday 24 June The National Archives	Saturday 25 June The National Archives
Afternoon	All day
1.45 Doors open & exhibition begins	11.00 Doors open & exhibition begins
2.00 Welcome and Introduction	11.15 Welcome and Introduction
2.10 Dialogue Workshop	11.30 Dialogue Workshop & Young People's Workshop
Young People's Workshop	12.45 Lunch break
3.15 Refreshment break	1.30 Hands-on Planning Groups & Young People's Workshop
3.30 Hands-on Planning Groups	2.45 Refreshment break
4.45 Refreshment break	3.00 Feedback
5.00 Feedback	3.30 Next Steps
5.30 Workshops & exhibition conclude	4.00 Workshops & exhibition conclude

REPORT BACK PRESENTATION PROGRAMME

Tuesday 5th July The National Archives
Evening
7.15 Doors open
7.30 Report Back of the Vision for Kew Retail Park
9.00 Close

ILLUSTRATIVE PROJECT TIMELINE



JTP Placemaking

Collaborative Placemaking:
Building a Vision Together



ABOUT US

We put people at the heart of the planning process, unearthing the real needs of a community, empowering stakeholders, creating goodwill, inspiring community spirit and building consensus.

Far from imposing ready-made off-the-shelf solutions, we will build a vision together. This leads to places that are vibrant, valued and sustainable from the outset.

We approach all our projects through a process of Understanding, Engaging, Creating.

Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we truly get under the skin of a place and identify what makes it special.

Engaging stakeholders and the wider community at an early stage encourages understanding, creates shared ownership, and allows the construction of a collective vision.

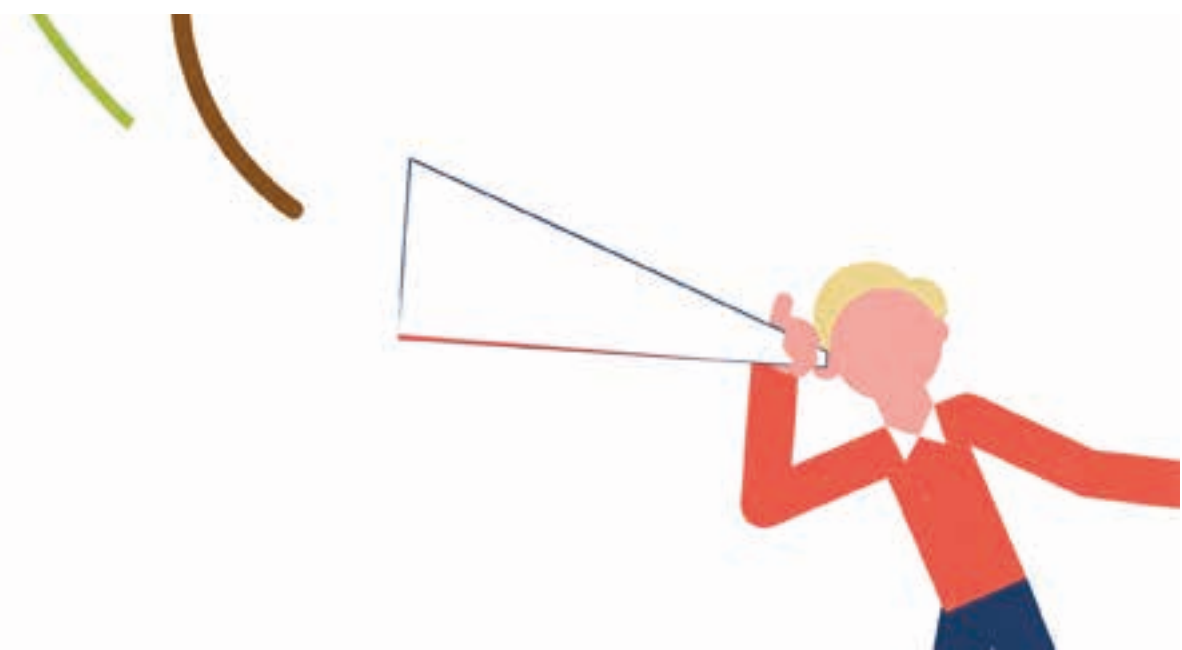
Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to coordinate.

This adds up to a process we call “**Collaborative Placemaking**”.

COLLABORATIVE PLACEMAKING



1. WE LISTEN



2. WE DEBATE



3. WE DRAW TOGETHER



4. WE CREATE NEW PLACES AND
BREATHE LIFE INTO OLD ONES



Young People's Workshop



Post-it Workshop



Hands-on Planning



Project Tour



Post-it Workshop



Report Back



Hands-on Planning Workshop

The Team



CLIENT & DEVELOPER

St George is part of the Berkeley Group, a FTSE 100 Company, and the Country's leading place maker, building quality homes and neighbourhoods across London, Birmingham and the South of England. For 35 years St George has been regenerating some of the most complex sites into successful mixed-use developments. This has created a lasting legacy across London, Birmingham and its wider communities.

We are passionate about making a difference and delivering sustainable development, continuously adapting to improve each development for the communities they serve. We truly believe in what we've achieved so far, and are committed to continue to build quality homes, strengthen communities and improve people's lives.



EST. 1884

CLIENT

M&S is a British retailer which offers trusted value products across its own label Food, Clothing & Home businesses in the UK and internationally. They operate a family of businesses, selling high-quality, great value own-brand products in the UK and internationally, from 1,519 stores and over 100 international websites.



ARCHITECTS & URBAN DESIGNERS

JTP is an award-winning international placemaking practice of architects and urban designers with extensive experience of delivering successful projects throughout the UK and internationally.

We are passionate about placemaking and our unique approach has received high praise; a selection of placemaking projects are shown on the right where the team has successfully created new places, and reinvigorated existing town centres.



PLANNING CONSULTANT

Avison Young's purpose is to create economic, social and environmental value for its clients and the communities in which it works through its real estate advisory, transactional and management services. This includes its Planning Consultancy team who have extensive experience providing planning advice to St George and other developers to help shape and deliver major mixed use developments across London.



Fulham Reach, London by St George and JTP



Royal Exchange Kingston, London by St George and JTP



Kew Bridge, London by St George and JTP

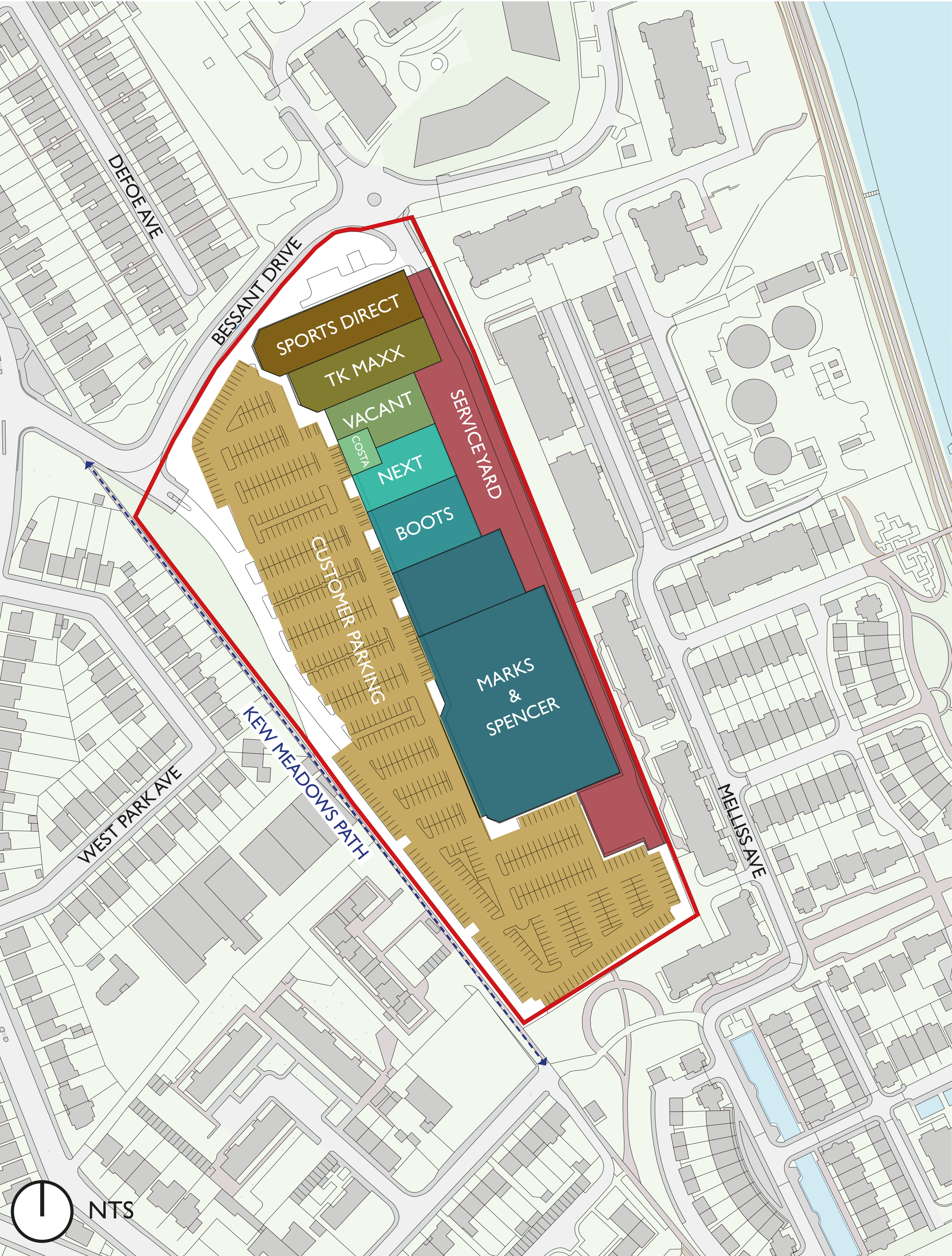
Wider Context



Local Context



Existing Retail Park Site



Existing Site Plan



Kew Retail Park from Kew Meadows Path



View of shop frontages



View of M&S entrance



View of service area along Bessant Drive



View of service area along eastern boundary



View of Kew Riverside from car park



View of M&S Food Hall entrance

Surrounding Context Photographs




- 1 View from Bessant Drive
- 2 View from Kew Meadows Path
- 3 View from Burlington Road showing typical housetype
- 4 View of West Hall House from West Hall Road
- 5 Jigsaw Head Office
- 6 View from Kew Riverside open space
- 7 View from Greenlink Walk within Kew Riverside
- 8 Emerald Gardens from Burlington Avenue
- 9 The National Archives
- 10 View from Defoe Avenue
- 11 View from Kew Riverside
- 12 View of Magnolia Court from Kew Meadows Path

Planning Context

SITE ALLOCATION - REGULATION 18 DRAFT LOCAL PLAN (2021)

Site Allocation 30: Kew Retail Park, Bessant Drive, Kew



Site Area (ha): 3.91

Site Proposal

Comprehensive residential-led redevelopment of the site with a range of commercial uses, including retail, offices (with the provision of affordable workspaces), and leisure. The redevelopment should look to improve the public realm, active transport through the site and links to the River Thames.

Context

- Kew Retail Park is a well-used shopping destination made up of seven large floorplate stores and extensive surface car parking.
- There is a need for housing in the borough and this site is considered to be suitable for a substantial provision of new housing units. The Council expects that a policy compliant level of affordable housing is provided.
- Due to the site's proximity to the River Thames it is located within Flood Zone 3a (an area at high risk of flooding) and is in a Flood Alert and Warning Area as designated by the Environment Agency. Any redevelopment proposal needs to take this into account.
- The existing site is car-orientated, and any proposals should look to increase active travel through the site and towards Kew Station and the surrounding area.
- There is an expectation that any redevelopment provides new on-site Public Open Space in addition to any external amenity space requirements, delivering multi-functional benefits including for nature
- Any new convenience retail provision should not exceed the floor space of the existing units, to protect the existing main centre in Kew.
- The Royal Botanical Gardens World Heritage Site is within 500m which will need to be taken in to consideration when designing the scheme.
- The applicant will be required to submit a full transport assessment completed in accordance with local and London-wide guidance. This will include a detailed assessment of its impact on the local and strategic road network. The applicant is strongly advised to seek pre-application transport and highway safety advice from Borough and TfL Officers before writing their transport assessment.
- The Urban Design Study 2021 identifies part of Kew Retail Park as a tall building zone (7 storeys) surrounded by a mid-rise buffer zones (5-6 storeys) to provide for an area of transition with the more modest surrounding buildings, in accordance with Policy 45 Tall and Mid-Rise Building Zones.
- Design objectives and general guidance relating to local character of the area, which any redevelopment proposal should have regard to, is also set out in the Urban Design Study 2021, G3 East Kew Mixed Use and in the Kew Village Planning Guidance.

Ownership:(public/private/mixed/unknown)

Private

Expected Implementation Timescale

Short- term (0-5 years)

Medium (5-10 years)

Long (10-15 years)














OPPORTUNITY FOR KEW KEY HEADLINES

- The whole Kew Retail Park site is allocated for development within the LB Richmond-upon-Thames Draft Local Plan (Reg.18).
- The allocation supports substantial residential development.
- The allocation supports replacement retail and other commercial uses.
- There is an aspiration to provide and improve the public realm and connections to the surrounding context.
- Part of the site is located in a 'Tall Buildings Zone' (as defined in the draft Local Plan) and a surrounding Mid-rise Building Zone of 5 to 6 storeys along the edges.

Currently the Local Plan is at Regulation 18 stage with a further round of public consultation to be held in Autumn 2022. The new Local Plan expected to be adopted in Autumn 2024.

Key Site Features



KEY		
	Conservation Area	 Apartments facing the boundary
	Grade II Listed Building	 Hard edge, limited/no opportunity to connect
	Sewer and Easement	 Connection to Thames Path
	Pumping Station	 Existing vehicle access points
	Existing Trees	 Proximity to Kew Gardens Station for District Line & Overground (7 min walk)
		 Emerald Gardens (recently completed residential-led development up to 5 storeys)
		 Kew Biothane Site (Planning Permission for 'extra-care' housing in buildings of up to 6 storeys)
		 Proximity to green space

Launch, Publicity and Community Meetings



Launch of the Kew Retail Park Community Planning Weekend

LAUNCH OF KEW RETAIL PARK COMMUNITY PLANNING WEEKEND

12.45pm, Wednesday 25 May 2022

The National Archives, Kew

The Community Planning Weekend launch event was held at The National Archives on Wednesday 25 May 2022 to give local stakeholders the opportunity to meet the Retail Park project team and find out more about the community planning process.

To coincide with the launch event, a publicity flyer (shown above to the right) was delivered through letterboxes in the surrounding area (delivery area map to the right), inviting the local community to attend the Planning Weekend. The flyer included a QR code linking to the Create Communities platform where respondents could give their initial views about the Retail Park site and the neighbouring area. Around 100 comments were received and these have been read and logged as part of the process. In addition to the flyer, the Community Planning Weekend has been publicised through local networks and the press.



Kew Retail Park Community Planning Weekend banner at the National Archives, Kew



Kew Retail Park Community Planning Weekend flyer



Kew Retail Park Community Planning Weekend flyer distribution area

Following the launch and publicity, a series of visits and meetings were held with local community groups and stakeholders including local community, and sports groups, not for profit organisations and business groups to explain the process and glean initial feedback. This feedback will be fed into the process and form part of the Vision for Kew Retail Park which will be presented back at the National Archives on Tuesday 5 July at 7.15pm.



Create Communities platform