

The Team A joint venture between St George and M&S



M&S

EST. 1884

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.

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.









Previous Projects



Twickenham Sorting Office, Twickenham



Chiswick Gate, Chiswick



Kew Bridge, Brentford



London Wetlands Centre, Barnes



Kew Riverside, Kew

Community Planning Approach









Understanding, engaging, creating

Community Planning Timeline



Start-up
Organisation, &
Mobilisation

Launch & Community Animation

Community
Planning Weekend
& Report Back

Design
Development
& Ongoing
Engagement

Planning Application
& Ongoing
Engagement

April/May 2022

25 May 2022 & June 2022 24 to 25 June & 5 July2022

Summer 2022 to Spring 2023

Summer 2023



Young People's Workshop



Post-it Workshop



Hands-on Planning



Project Tour



Post-it Workshop



Report Back



Hands-on Planning Workshop

Kew Retail Park Site Surrounding Context



Kew Retail Park Site Surrounding Context

















- View from Bessant Drive
- 2 View from Kew Meadow 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
- The National Archives
- View from Defoe Avenue
- View from Kew Riverside
- 12 View of Magnolia Court from Kew Meadow Path

Kew Retail Park Site





Kew Retail Park from Kew Meadow Path



View of shop frontages



View of M&S entrance



View of Kew Riverside from car park



View of service area along eastern boundary



View of service area along Bessant Drive



Site Allocation Local Plan Context



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)

- 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.

20-Minute Neighbourhood Local Plan Context

Extract from LB Richmond-upon-Thames Draft Local Plan, Policy I. Living Locally and the 20-minute neighbourhood (Strategic Policy):

To help people and places to thrive we need to transform the way we live. We need to create environments that make it easier to be physically active, enhance opportunities for walking and cycling safely, create high quality public spaces and public realm, improve connectivity and accessibility for all, and focus on supporting the high streets, centres and parades as destinations that people want to go to and use to 'live locally'. Creating a borough where everything a resident needs can be reached within 20 minutes by foot or bike will not only improve the quality of life but will bring multiple benefits of healthier lifestyles, cleaner air, stronger local economies and above all better resilience against climate change.

Ten Key Themes Local Plan Context

The draft Local Plan is based around ten key themes:

- Responding to the climate emergency and taking action
- Delivering new homes and an affordable borough for all
- Shaping and supporting our town and local centres as they adapt to changes in the way we shop and respond to the pandemic
- Increasing jobs and helping business to grow and recover from the impacts of the pandemic
- Protecting what is special and improving our areas (heritage and culture)
- Increasing biodiversity and the quality of our green spaces and waterway
- Improving design, delivering beautiful buildings and high-quality places
- Reducing the need to travel and improving the choices for more sustainable travel
- Securing new social and community infrastructure to support a growing population
- Creating safe, healthy, and inclusive communities

Kew Retail Park Development Deliverables

- A new M&S store to include an improved food, home and clothing offering
- Continuity of trade so that M&S is always operational throughout construction
- A new public piazza and landscaped public realm
- Up to 1,200 new homes
- A mix of private and affordable tenures across a variety of home sizes
- New retail in the form of shops and cafes to complement M&S
- Improved pedestrian and cycle connections through the site
- Basement parking for M&S and residents

Launch - Wednesday 25 May 2022







Publicity - Printed



Kew Retail Park Community Planning Weekend

Friday 24 June & Saturday 25 June 2022



You are invited by JTP, on behalf of St George and Marks & Spencer, to the Kew Retail Park Community Planning Weekend to help shape the Vision for the future redevelopment of the site.

Community Planning Workshops & Exhibition at The National Archives, Bessant Drive, Kew TW9 4DU Friday 24 June, I.45pm - 5.30pm Saturday 25 June, II. I5am - 4.00pm

Report Back Presentation at The National Archives Tuesday 5 July, 7.15pm - 9.00pm





il Park y Planning Weekend & Saturday 25 June 2022



behalf of St George and Sew Retail Park Community Friday 24 June, Public Workshop Day 1 The National Archives, Bessant Drive, Kew TW9 4DU shape the Vision for the 1.45pm Doors open & exhibition begins



Dialogue Workshop - Kew Retail Park Tomorrow What are the opportunities to regenerate the site to oung People's Workshop - Another of Hands-on Planning Groups

Welcome and introduction

Hands-on Planning Group

Dialogue Workshop - Kew Retail Park Today What are the issues and opportunities for the

vvork in small, facilitated groups to consider key opportunities for the site and its relation the wider area and start to plan ideas for the future.

Groups may choose to walk about the site to see and

Feedback from Hands-on Planning Groups

aturday 25 June, Public Workshop Day 2 The National Archives, Bessant Drive, Kew TW9 4DU

with the surrounding area?

Young People's Workshop - A chance for young people to talk about the site and to draw ideas for the future.

Young People's Workshop (continued

Feedback from Hands-on Planning Groups

Tuesday 5 July, Report Back Presentation The National Archives, Bessant Drive TW9 4DU

Report Back of the Vision for Kew Retail Park

Kew Retail Park Community Planning Weekend flyer



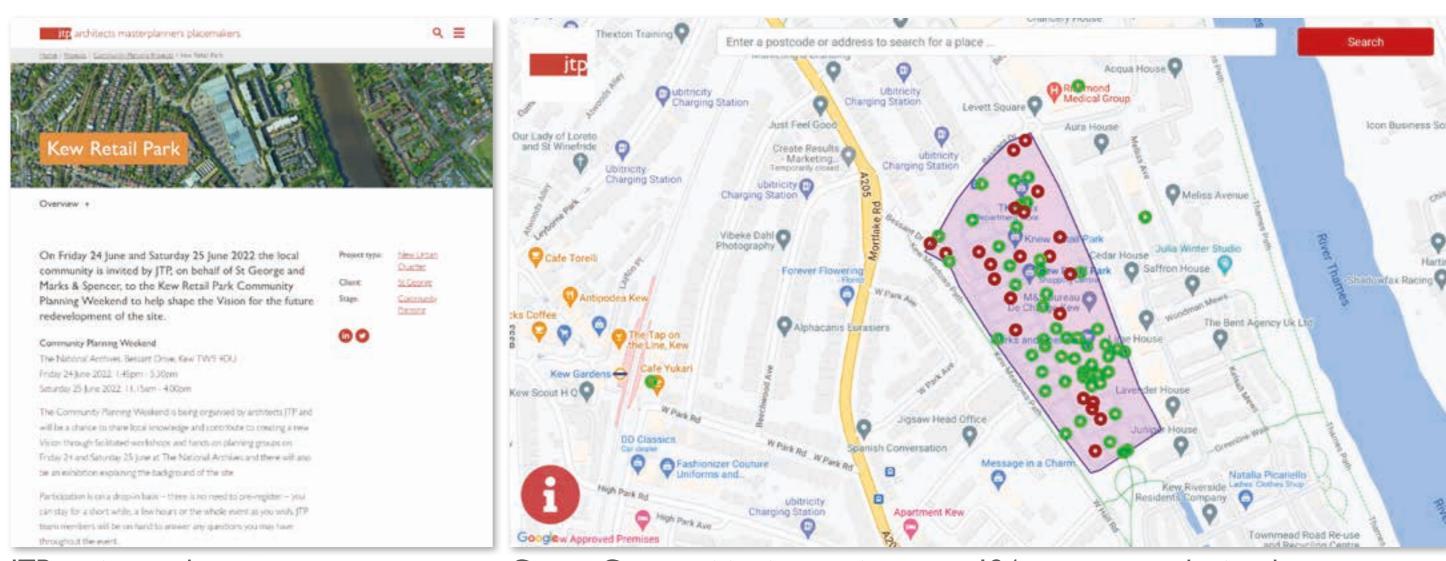
Kew Retail Park Community Planning Weekend flyer distribution area



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

Publicity - Online





JTP project webpage

Create Communities interactive map - 124 comments submitted

Plus advertisments featured online in the Richmond & Twickenham Times newspaper and on Facebook

Create Communities Comments Summary

General

- The community value M&S and are keen for it to remain
- Many value having Boots, particularly the pharmacy element
- Some happy to replace outmoded retail with residential provided M&S retained
- Some want no more new homes
- The retail park is convenient for access by car, especially for the elderly and mobility impaired
- The retail park is dated with a car dominated poor quality environment it lacks the feeling of being a "place"
- People would welcome smaller retail spaces, independent shops and cafes, boutiques etc
- A community hub or community space would be welcomed for local people to use and enjoy
- Provide better quality public realm

Create Communities Comments Summary



Getting About

- The retail park is car dominated and feels unsafe for pedestrians/cyclists/ wheelchair users which needs improving
- There is a high volume of local traffic, especially from the South Circular, with attendant congestion and pollution
- Community value the car parking provision
- Suggestion to provide new car parking underground
- Provide better links for cycling and walking
- In the immediate term provide electric charging points and bike racks including for cargo bikes to encourage active travel

Outdoor space

- Provide green areas to walk through, benches to sit and a playground for children
- Create a greener aesthetic that is less industrial looking
- Provide places and spaces for people to sit and eat outdoors

Community Meetings & Informal Conversations



Richmond Gymnastics Association



Makers United at LiveWell



Kew Fete



The Power Station Youth Club

Community Meetings & Informal Conversations

- Kew Society
- Kew Community Trust
- Richmond Gymnastics Association
- Kew Fete
- Kew The Transition
- Richmond Living Streets
- Kew Neighbourhood Association
- LiveWell Kew, Levett Square
- Makers United
- St Anne's Church, Kew Green
- Our Lady of Loreto and St Winefride coffee morning
- The Power Station Youth Club
- Richmond Cycling Campaign
- Listen to Locals
- Kew Village traders
- Putney Town Boat Club
- Mortlake Crematorium
- Informal conversations in shops at Kew Village and surrounding streets

The Power Station Youth Club Young People

"Make sure it's welcoming and there's a good view."

"It should be a lively place, somewhere to meet friends and new people!"

"Cherry trees which blossom in the spring."

"The built-up area should appear gradually, not in your face."

"Make it natural."



"The new place should be unique, not the same as everywhere else."

"The retail park is a place where young teenagers should be able to go on their own."

"At the moment it's a place where anyone can go, so it must stay that way."

Kew The Transition

Kew The Transition see the Kew Retail Park (KRT) developement as a unique opportunity to embed climate-first thinking in their community.

Kew The Transition asked a series of questions to see what the local community thinks about how the development of Kew Retail Park can help connect the community and move action towards tackling climate change. There was broad support for:

- Community climate hub on site including a community fridge
- Recycling centre/area
- A lending 'library of things' to allow shared ownership of tools and equipment
- Events to learn repair skills
- Electric car charging on site
- Rental bikes
- Electric bus/tram
- Renewable energy

Community Planning Weekend Arrival and Setup



Team Tour









Team Briefing



Welcome and Introduction

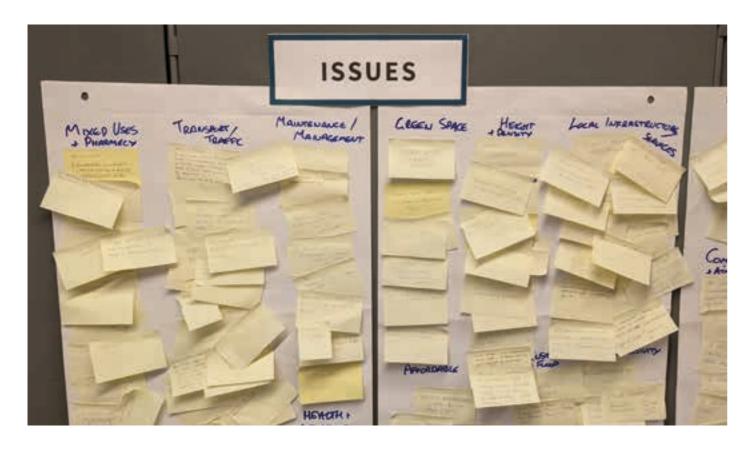




Friday Workshop









Friday Workshop Issues

- Loss of shops, esp. chemist a pharmacy is desired
- Loss of jobs at retail park
- Lack of family houses for social rent
- Cumulative impact of developments in the vicinity: Stag Brewery, Homebase, Barnes Hospital, Brentford Ecoworld
- Local services, pressure on doctors, schools, infrastructure
- Traffic congestion to and from the area
- Traffic entry/exit from South Circular
- Loss of parking used by residents, visitors, shoppers and patients visiting GP
- R68 bus doesn't go to Kew Village
- Lack of green spaces and direct connections to the river
- Poor WiFi and phone reception
- Long term disruption due to construction activity
- Height of proposed development: will 5-7 storey flats impact on views?
- Height and density of proposed development and volume of population
- Environmental impact of re-development / flood risk

Friday Workshop Actions

- Create 'village feel' and mixed, integrated community "where residents know each other"
- Provide a mixture of housing, inc. social, family and downsizer
- Provide community / social space for cultural and recreational activity, health and wellbeing
- Low energy consumption homes solar, heat pumps, no gas
- Shops should complement, not compete with Kew Village; include a pharmacy
- Provide plenty of open green space, including 'wild' areas & accessible roof gardens
- Electric car charging provision and cycling strategy
- Minimise resident parking to discourage private car ownership, maximise pedestrian and cycle space
- Manage construction strategy to reduce disruption to local community
- Provide access to GP surgery for visitors with mobility issues during and after construction
- Consider an art installation, water feature; smaller projects that could be initiated early eg cargo bike parking
- Ensure a positive contribution to the local environment, built and natural
- Keep community involved as the development unfolds, not just informed

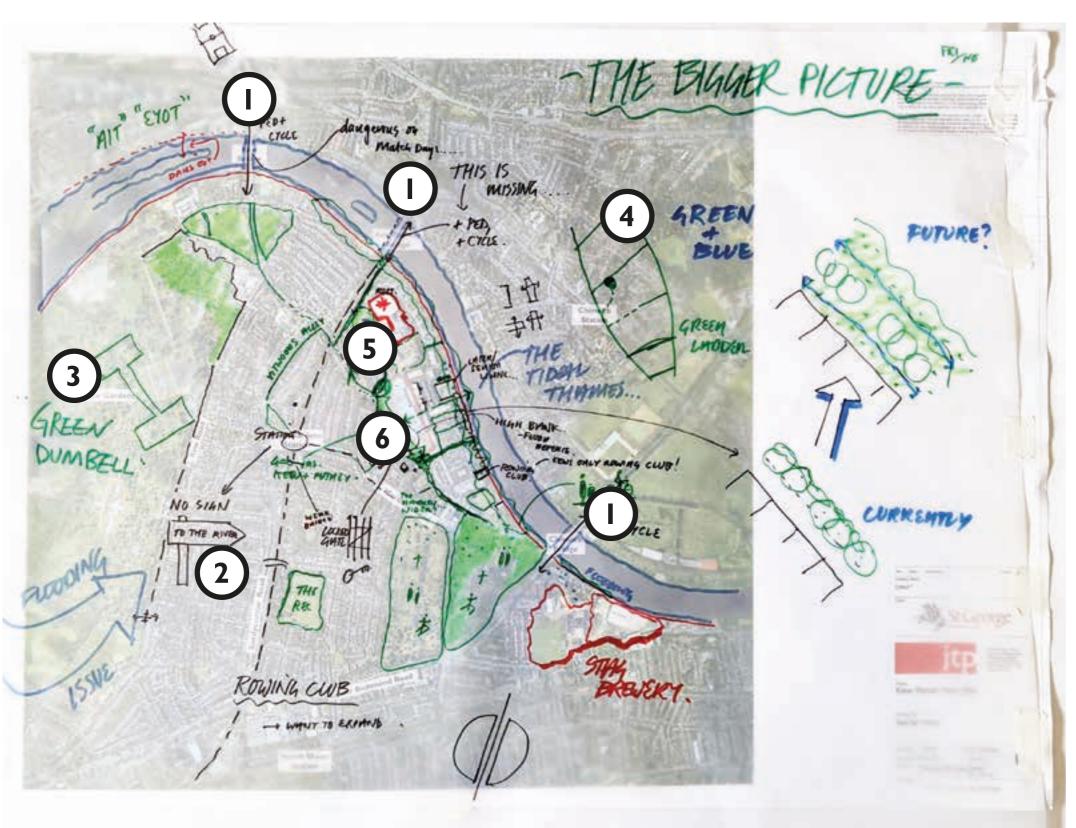
The Bigger Picture Hands-on Planning



The Bigger Picture Hands-on Planning



The Bigger Picture Hands-on Planning



Key

- I. 'Life on the Peninsula'- informed by the river but constrained by bridge crossings
- 2. 'Signposting the River'encourage movement through 'New Kew' to celebrate the river, including making more of Kew's only rowing club
- 3. 'The Green Dumbell'- celebrate Kew Meadow Path and its connection to Kew Green to the north and the cemeteries to the south
- 4. 'Connect the Green Ladder'promote a series of east/west
 green connections with the
 tow-path and Kew Meadow
 Path including Atwoods Alley to
 form a framework of off-road
 routes
- 5. Promote the connection with the National Archive's green and blue spaces
- 6. Widen Kew Meadow Path to provide a usable green edge to the site

"Connect the Green Ladder."

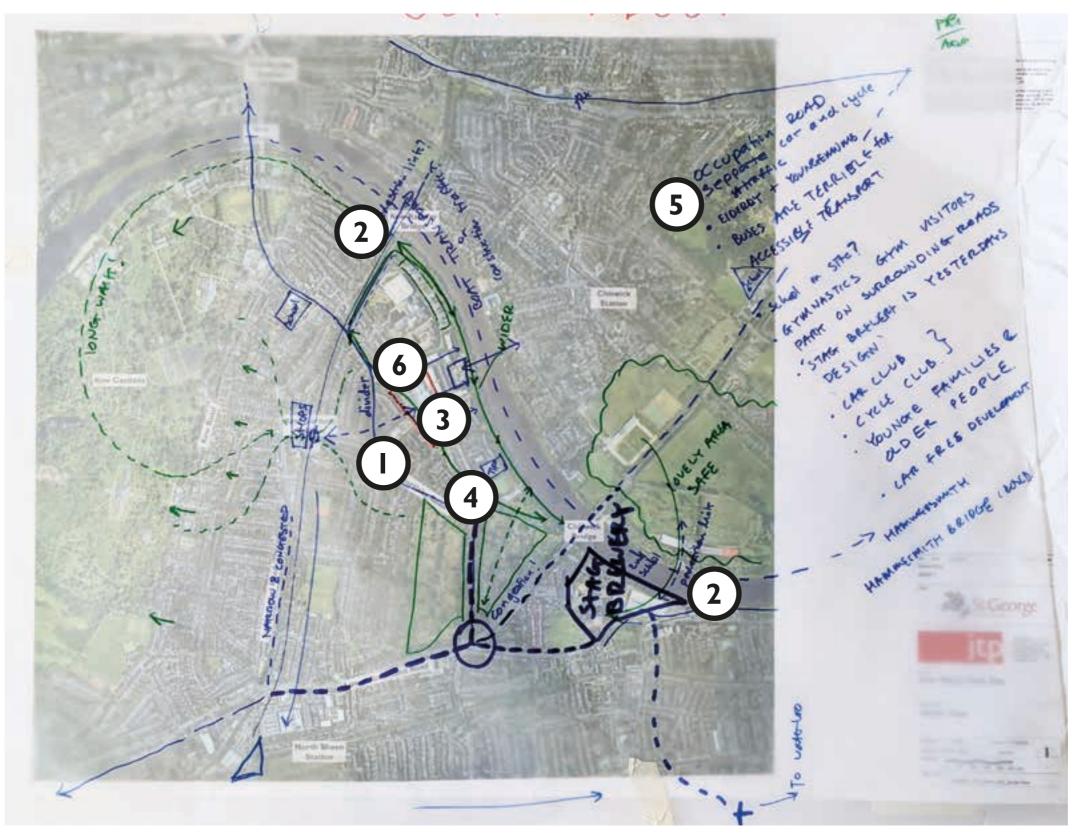
Getting About Hands-on Planning



Getting About Hands-on Planning



Getting About Hands-on Planning



Key

- I.Mortlake Road severs site from Kew Gardens
- 2.Pedestrian links across the river
- 3. Provide a car free development
- 4. Safe cycle routes
- 5. Car and cycle club
- 6.Enhance pedestrian routes through site to the river

"Pedestrian and cycle links."

jtr

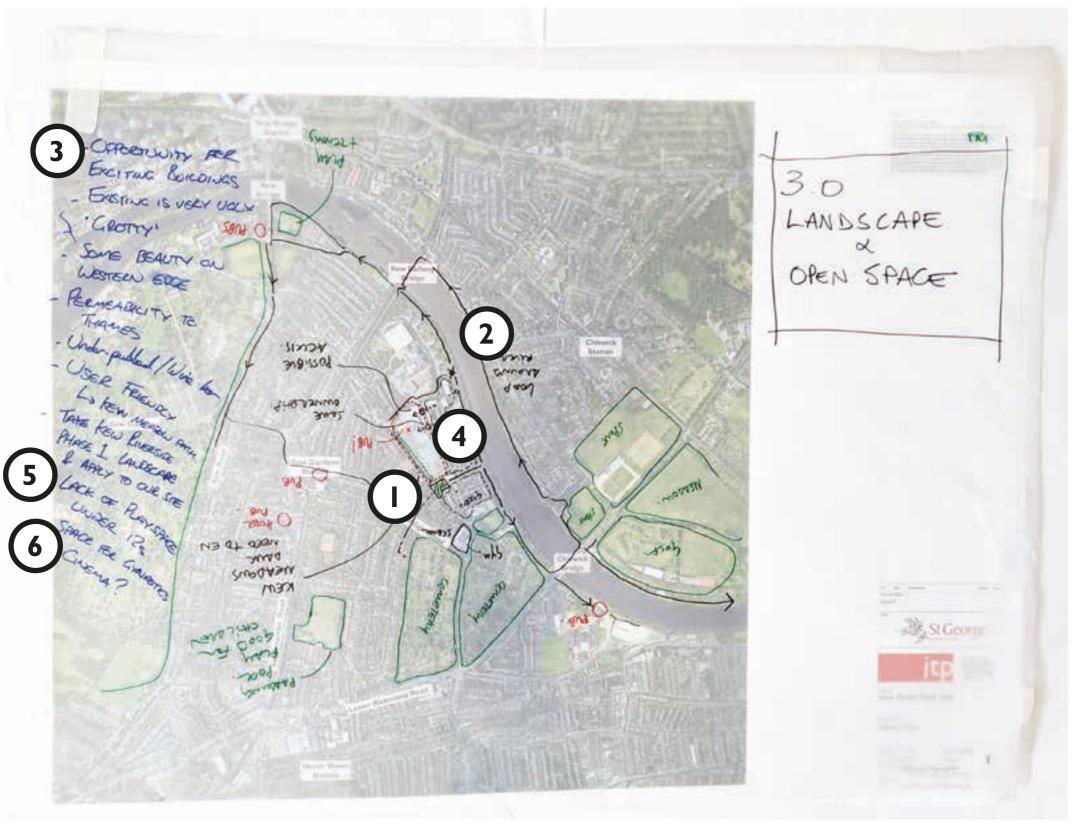
Landscape & Open Space Hands-on Planning



Landscape & Open Space Hands-on Planning



Landscape & Open Space I Hands-on Planning



Key

- I."Kew Meadow Park"
- 2. Walking/running/cycling route around the river
- 3. Existing buildings are ugly- create new buildingswith exciting designs
- 4.Permeability to the river
- 5. Provide playspaces for under 12s
- 6. Outdoor leisure facilities, open air cinema etc

"Kew Meadows Path."

Landscape & Open Space 2 Hands-on Planning



Key

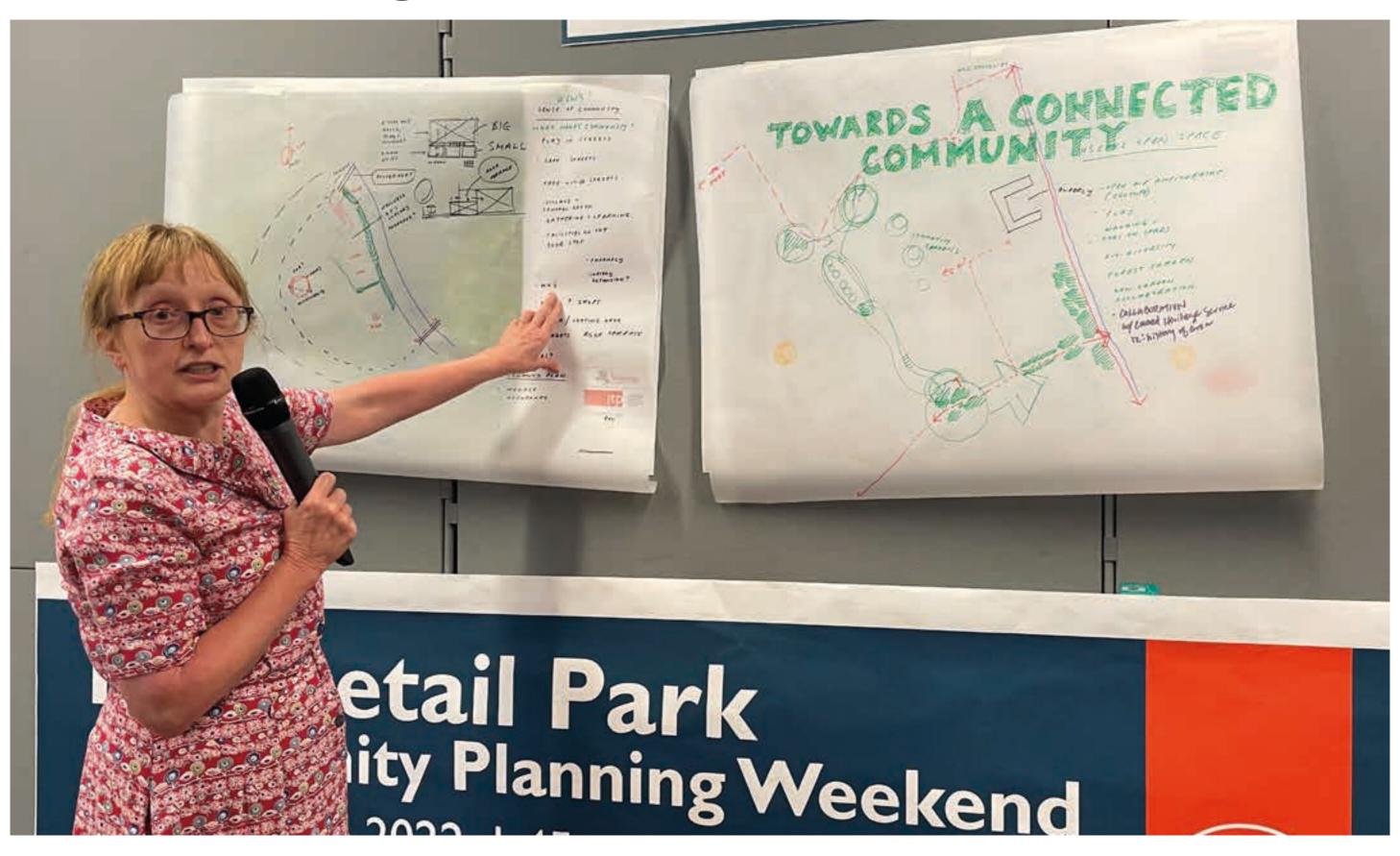
- I.Bee friendly, native planting
- 2.Roof terraces and outdoor space to relax
- 3.M&S is a destination
- 4.Bar, gym, cinema, etc
- 5.Play space for children
- 6.Enhance greenery along eastern edge of Kew Meadow Path

"Enhance Kew Meadows Path."

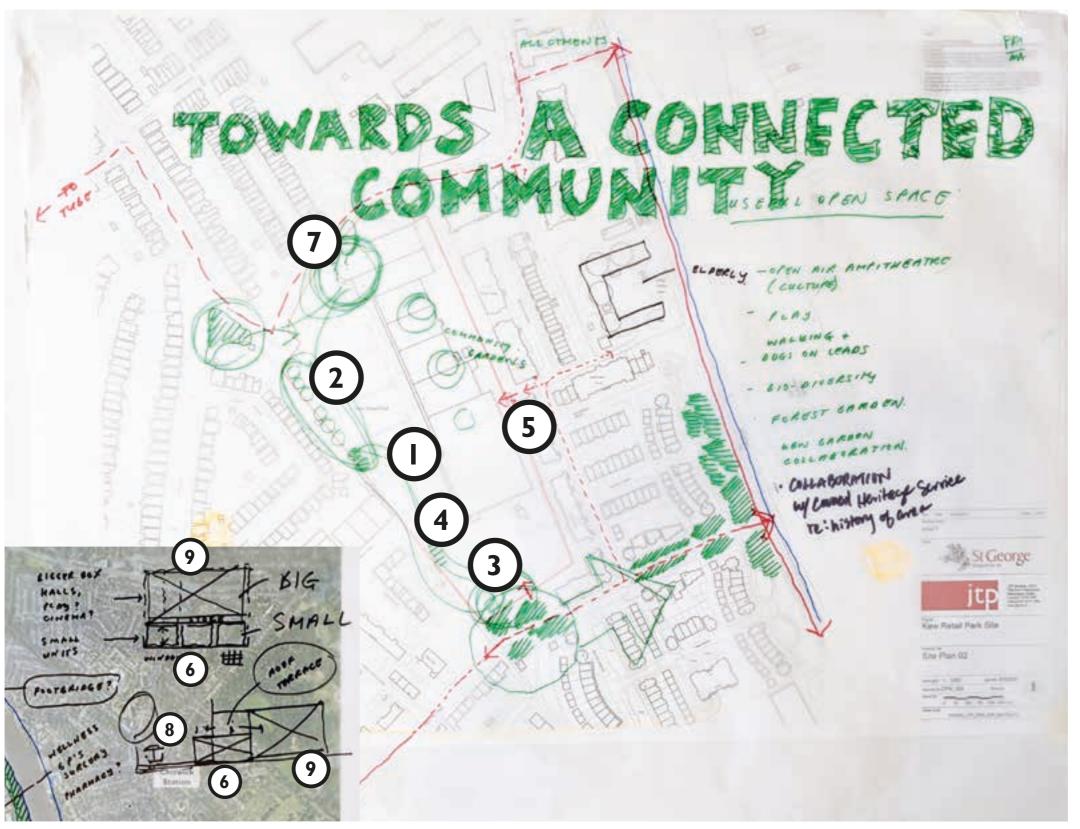
Towards A Connected Community Hands-on Planning



Towards A Connected Community Hands-on Planning



Towards A Connected Community Hands-on Planning



Key

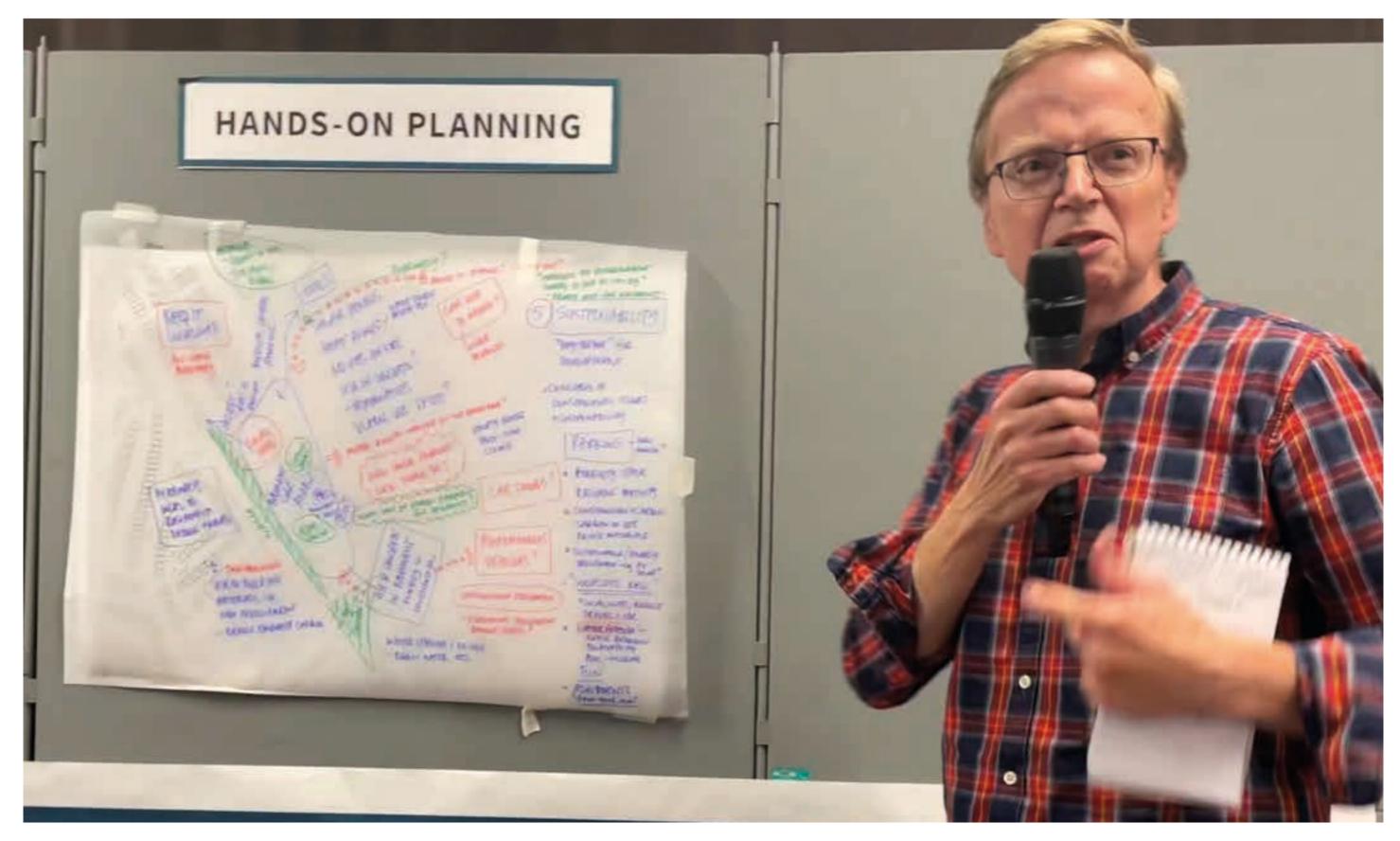
- I.Linked green spaces
- 2.Play areas
- 3. Biodiversity and forest garden
- 4. Community gardens
- 5. Future proof for possible pedestrian links
- 6.Small units for local shops, pub, etc
- 7. Piazza with seating area and space for markets
- 8. Cafe on terrace
- 9. Larger space for flexible hall, children's play, cinema

"Mixed uses and community spaces."

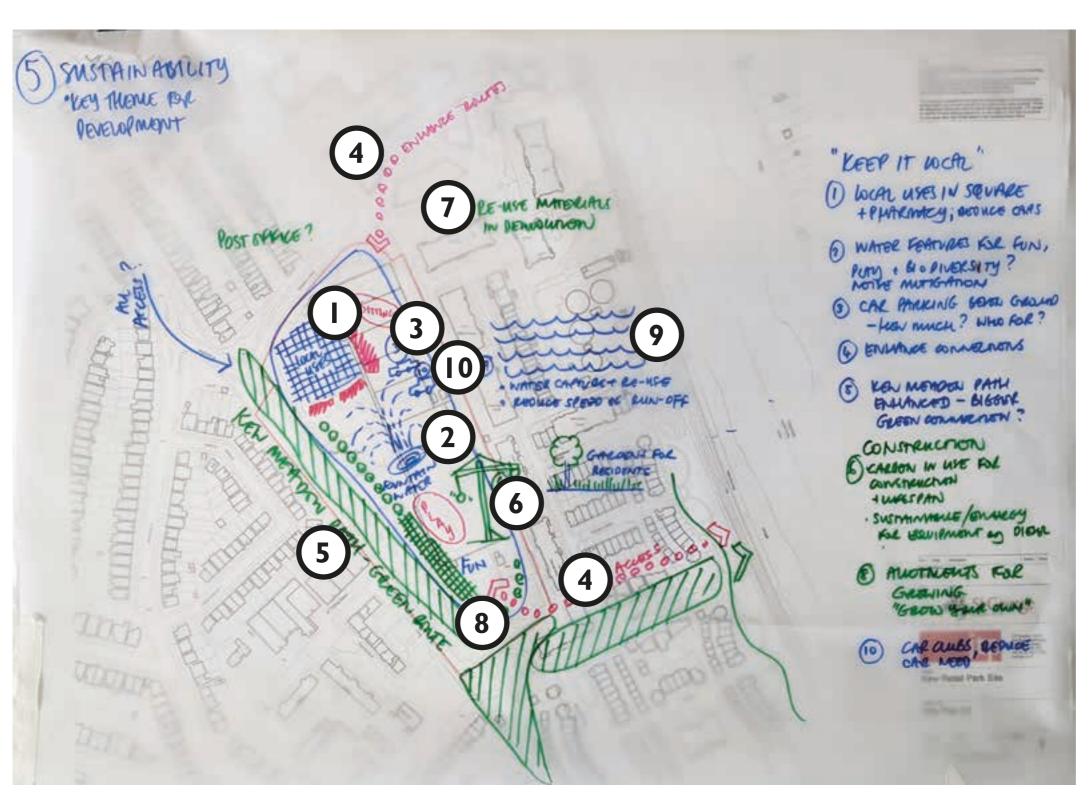
Sustainability Hands-on Planning



Sustainability Hands-on Planning



Sustainability Hands-on Planning



Key

- I. Local uses in square with pharmacy and better food shopping equals less car travel
- 2. Water features for fun, play and possible biodiverse naturalistic water bodies; noise mitigation for aeroplanes
- 3. Car parking below ground to create useful areas for play, sitting, planting
- 4. Enhance permeability and connections for ease of movement
- 5. Kew Meadow Path route improved and enlarged to enhance biodiversity, safety and enjoyment
- 6. Carbon: in construction, in-use and lifetime, energy for construction e.g. reduce or remove diesel for construction vehicles
- 7. Re-use of demolition materials onsite as hardcore or other
- 8. Allotments for growing and learning, "grow your own"
- 9. Ruse water on site, attenuation and reduce surface water run off
- 10. Car clubs

"Layers of sustainability."

itp

Walkable Neighbourhood Hands-on Planning



Walkable Neighbourhood Hands-on Planning



Walkable Neighbourhood Hands-on Planning



Key

- I.Provide more facilities
 affordable weekly
 shop / post office / bank
 to create 20 minute
 neighbourhood
- 2.Improve reliability of buses
- 3. Footbridge alongside railway bridge
- 4.Improve and green the public realm
- 5.Improve permeability through site
- 6.Better management and safety along Kew Meadow Path

"A 20-minute neighbourhood."

Saturday Workshop









Saturday Workshop Issues

- Loss of a valued, popular, and convenient local amenity (the retail park)
- Lack of suitable housing stock to rent (affordable)
- Amount of development locally and poor road & transport infrastructure (buses)
- Traffic congestion & bottlenecks on South Circular and Kew Bridge
- Impact on Kew Gardens station / District line (already crowded)
- Lack of provision of cycling lanes and storage
- Impact of height on character of Kew
- Density of development & increased population
- Too few green spaces locally
- Open space in other nearby developments feels unwelcoming
- Lack of permeability to Kew Riverside (privately maintained)
- Loss of parking for patients of Richmond Medical Group
- Thames Path: poor quality nearby / antisocial behaviour / over-use
- Strain on services and social infrastructure (GPs, dentists, schools, police etc)
- Lack of leisure / sport facilities / clubs for all ages, esp. teenagers
- Impact of construction on local residents during construction traffic, disruption, noise
- Environmental impact both during build phase and future
- Poor local mobile phone coverage

Saturday Workshop Actions (1 of 2)

- Create a "mini" village centre (gym, shops, café, pharmacy, shared working space)
- Affordable homes including for single occupation with local residents given priority
- Must feel welcoming and inviting 24/7 (not 'gated')
- Provide a 'green', purpose built communal meeting place / hub
- Recreational facilities / exercise inc. leisure centre, yoga, outdoor gym
- Easy access on foot to a range of useful local facilities / places for daily necessities (i.e. 20-minute neighbourhood)
- Plenty of green spaces that feel safe to be in at any time
- Community allotments a place to grow food
- Space for children to play safely and for teens to hang out

itd

Saturday Workshop Actions (2 of 2)

- Involve young people in planning / creating their local space and employment opportunities
- High quality of architecture and design, sympathetic to historic Kew & existing developments, well managed & maintained
- Improve movement and connectivity public transport, more pedestrian and cycle ways
- Aspiration for pedestrian bridge to Strand on the Green at side of railway bridge
- Build a sustainable development that supports de-carbonisation of area (car charging, solar power, district heating, good water & recycling, passive house standard, green roofs & walls)
- Bike storage, bike hire schemes, car sharing, car club
- Better integration to Kew with access to the river
- Continue engagement (transparency, with regular updates)

Walkabout









Young People



Young People









Green ConnectionsHands-on Planning



Green Connections Hands-on Planning



Green Connections Hands-on Planning



Key

- I. 'Inspired by Kew Gardens'work with their experts to
 inform the landscape and use
 botanic influences to create
 themes in architectural detailing,
 joining New Kew with Old Kew
- 2. 'Softening the Edges'- use a green edge to reduce impact of height from the houses on the western boundary
- 3. 'Stitch the Green Network'link the fragmented green spaces throughout Kew peninsula to create connected green infrastructure
- 4. 'Celebrate Kew-ness'- use the unique characteristics of Kew as inspiration for the new development
- 5. 'A new village centre'- create a focus for the development with a hard-landscaped plaza with spill-out from shops and a new frontage to M&S

"Celebrate Kew-ness and create a new village centre."

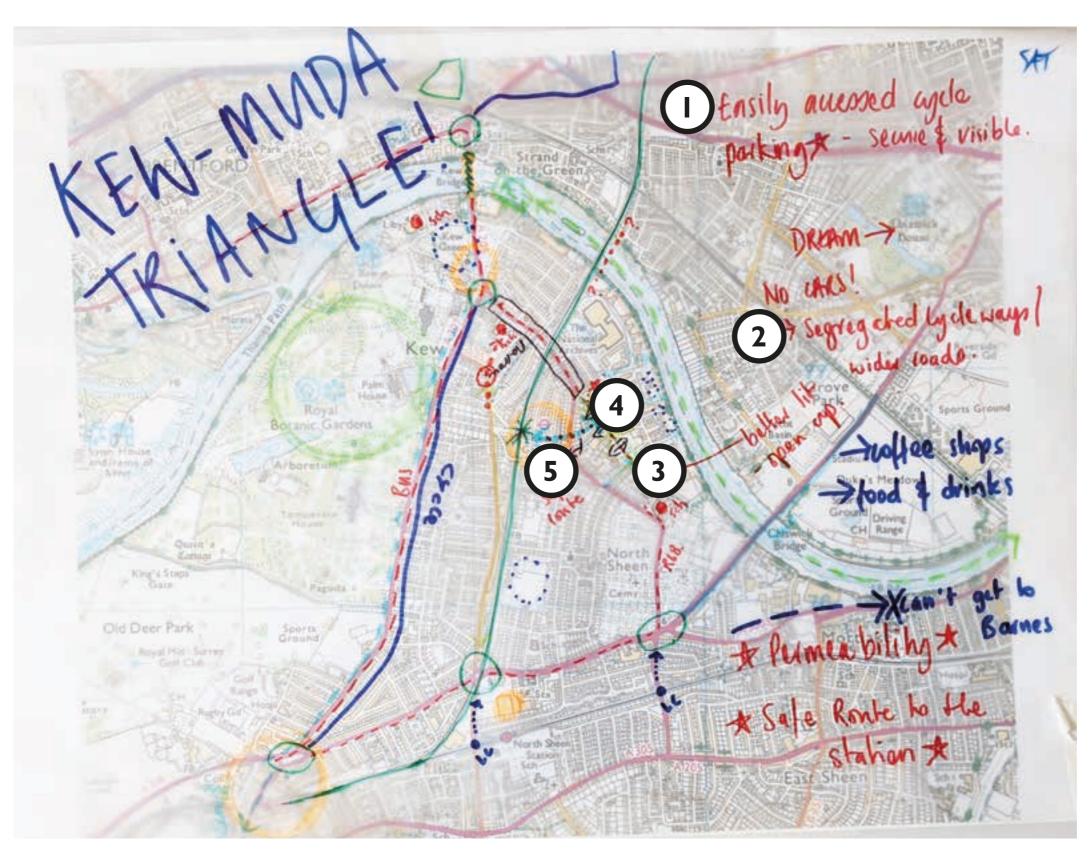
Kew-muda Triangle Hands-on Planning



Kew-muda Triangle Hands-on Planning



Kew-muda Triangle Hands-on Planning



Key

- I.Safe, secure and visible cycle parking
- 2.Segregated cycleways / wider roads
- 3. Well lit routes
- 4.Improve permeability
- 5. Safe route to train station

"Safe routes."

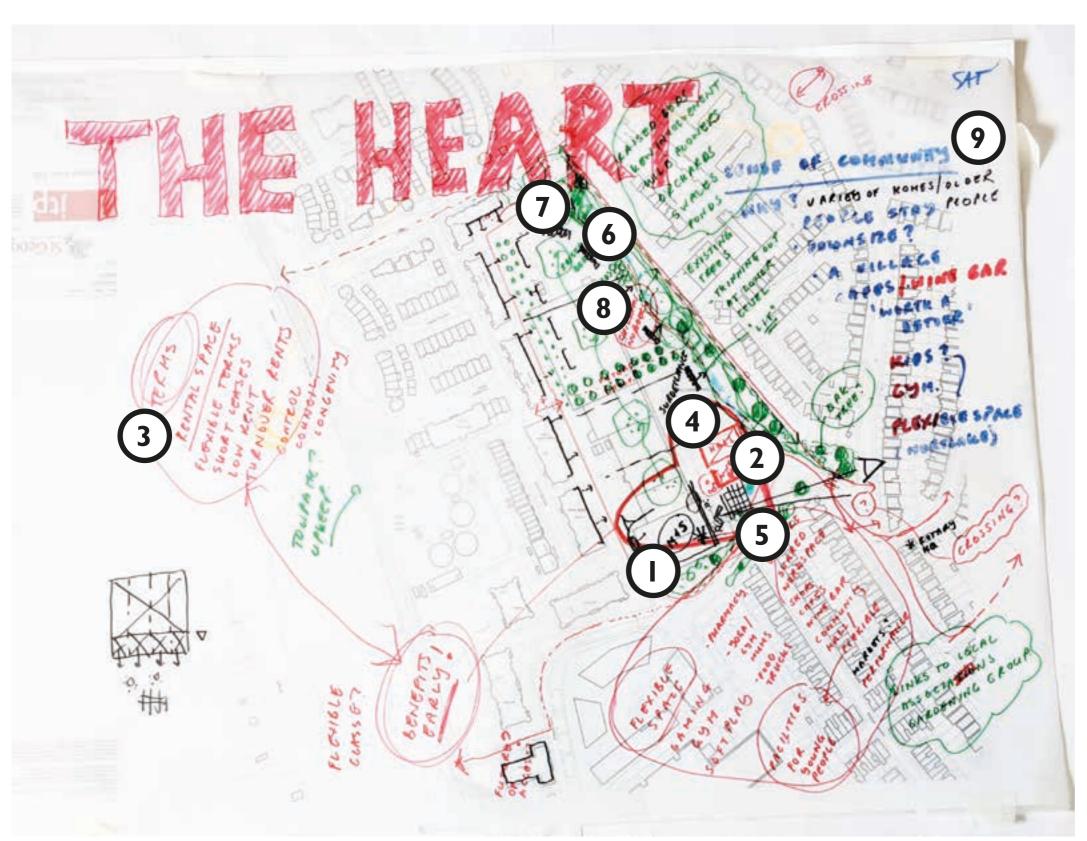
The Heart Hands-on Planning



The Heart Hands-on Planning



The Heart Hands-on Planning



Key

- I.New M&S store
- 2.Small units for shops, cafe, wine bar, workspace, pharmacy
- 3. Flexible rental terms for small units
- 4. Flexible community hall
- 5. Piazza with space for sitting, performance, food trucks
- 6.Better lit Kew Meadow Path, overlooked by new buildings
- 7. Wild flowers, raised beds, orchard, kids play
- 8. Children's nursery
- 9. Range of homes including for downsizers

"A community hub."

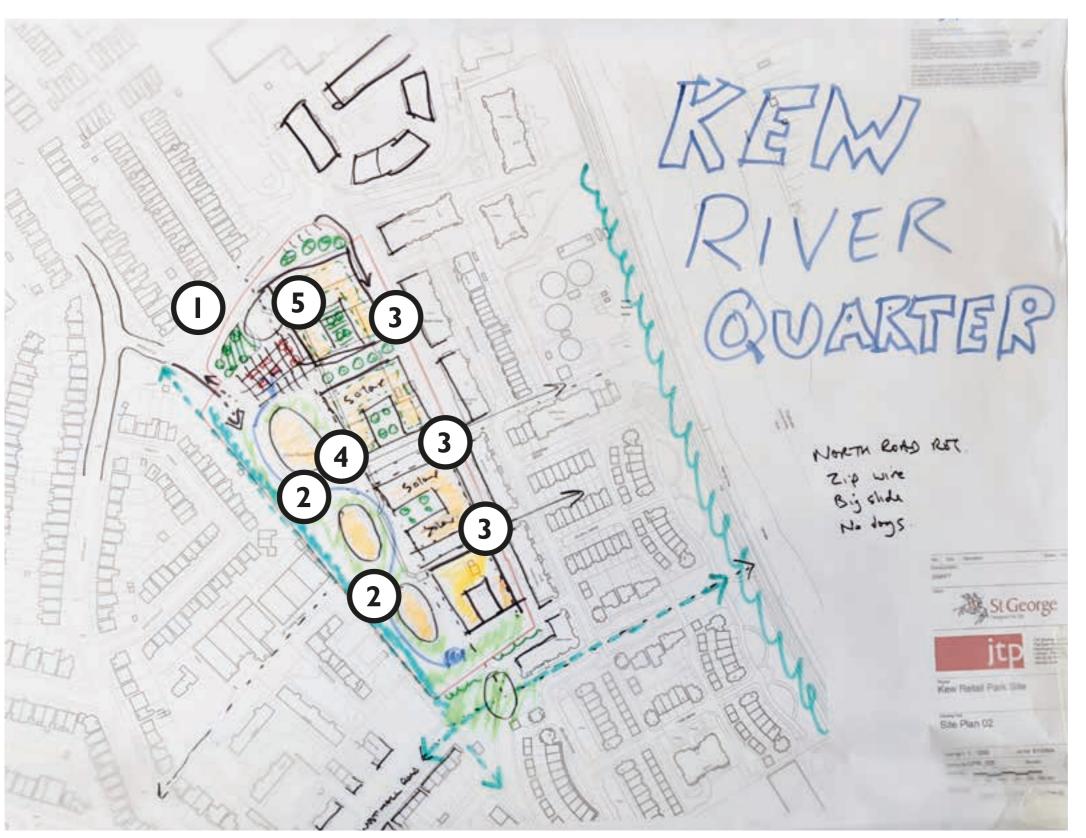
Kew River Quarter Hands-on Planning



Kew River Quarter Hands-on Planning



Kew River Quarter Hands-on Planning



Key

- I.Community hub with piazza
- 2. West Green
- 3. Tree lined streets
- 4.Pedestrian/cycle route
- 5.M&S and other commercial and community uses at ground floor

"Pavilions in the landscape."

Landscape and Sustainability Hands-on Planning





Landscape and Sustainability Hands-on Planning



Landscape and Sustainability Hands-on Planning



Key

- I.Central hub with plaza
- 2.Internal and external community space
- 3. Activities for children
- 4.Enhance Kew Meadow Path and make safer
- 5. "Create a beacon of sustainability and biodiversity!"

"Biodiversity, biodiversity!"

Next Steps Workshop

Ongoing communication

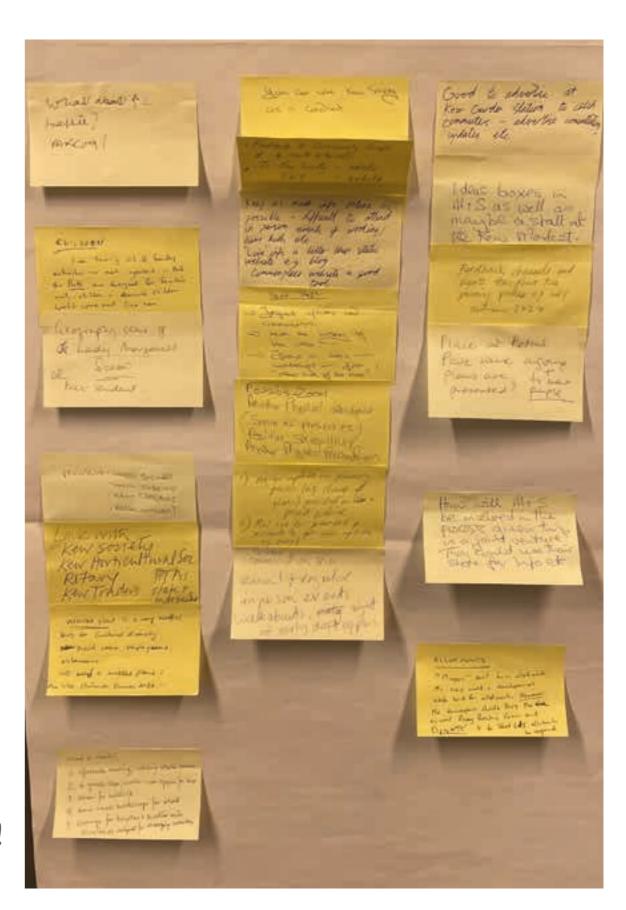
- Make use of M&S store info & ideas' box
- Use empty shop space to display ongoing plans and have meetings
- Frequent updates and communication, using a variety of feedback channels & in person events e.g.
 - stall at Kew Market
 - advertise at Kew Gardens station
 - email updates
 - walkabouts
 - on-line / project website
 - presentation by Zoom + live
 - feedback to community groups at 4 month intervals
 - "Use Kew Society as a conduit" and KewTW9.org

Ongoing engagement

- Establish links with local groups / organisations / businesses / charities Including: Kew Society, Kew Horticultural Society, Rotary, Kew Traders, Kew Gardens
- Make contact with young people through PTAs (state & independent)

Increase knowledge

- Especially about the history of the area
- Focus on the arts, workshops, from the other side of the river!



Team Debrief





Team Working









Key Themes



The following key themes represent a summary of the views of participants through the community planning process. All quotes are from participants of the process unless otherwise stated.

A new residential-led, mixed use neighbourhood Key Themes

The draft Local Plan allocates Kew Retail Park for mixed use redevelopment, including the substantial provision of new housing. Participants were delighted to learn that M&S will remain on site, trading continuously and moving from the existing store to a new purpose built store, built as part of Phase One of the redevelopment, with homes above. Many people recognised that the single storey, single use retail park and surface car park is an inefficient and unattractive use of this valuable site and supported redevelopment to provide much needed new homes, including affordable housing, and create a new community hub benefitting and connecting neighbouring communities. Concern was expressed by some about the proposed scale of the development, whilst others recognised that the provision of apartments opens up the opportunity to provide significant publicly accessible green space.

"We want the development to make a positive contribution to the existing community as well as the new community who move into the apartments."

"Rejuvenation and design of the site will be exciting, bring life into existing and new communities, and offer interesting retail and artisan opportunities."

Kew-ness & integration Key Themes

The arrival of the railway in the 19th century led to the development of Kew's Victorian and Edwardian housing and tree lined streets. However, the railway line created a physical divide in terms of uses and character. To the east, the sites adjacent to the river, including the retail park site, were principally used for larger scale, industrial purposes. In more recent times many of these sites have been repurposed as new residential neighbourhoods, including apartments. Participants want improved integration and connectivity between "New Kew" and "Old Kew", and saw that the redevelopment of the retail park could play a key role in creating a community hub and connecting communities. Participants also emphasised Kew's heritage and wanted the new neighbourhood to reflect "Kew-ness".

"'New Kew' is divided from other parts of Kew, but a space here could help bring communities together."

"We hope the new development will reflect the Kew-ness - heritage is so rich here."

jtr

A social focus Key Themes

The retail park is a valued local amenity and many people expressed sadness that it will go, whilst acknowledging that the site provides a good opportunity for new beneficial uses. The existing shops and cafe act as a local destination and participants were keen that the new development should create a new social focus. There is an opportunity to provide an accessible and inviting public space that celebrates Kew-ness and offers a friendly and welcoming destination for everyone.

"Lots of people feel sad about losing the retail park."

"I hope the site will make a positive contribution to the sense of community in Kew."

New homes Key Themes

Kew is an attractive and popular area to live, with good transport links and local amenities. Residential prices are high and participants identified a need to provide a mix of one to three bedroom apartments within the new neighbourhood, to suit people of all incomes. A priority is to provide affordable housing, including for key workers and families, to support a balanced community and enable people to live near where they work. Apartments will enable more first-time buyers to live in Kew. Participants also mentioned that existing Kew residents who wish to downsize often want to stay in Kew - the new neighbourhood will provide opportunities for them to remain in their community whilst freeing up larger homes.

"There's a lack of affordable housing for key workers."

"There's hardly anywhere to downsize!"

Village feel Key Themes

Kew residents have a strong sense of community which they wish to see incorporated in the new neighbourhood. The building of the new M&S store in the first phase of development will allow for the creation of a public piazza surrounded by active uses that will benefit the community. Suggested uses include shops and cafes, including a pharmacy, flexible community space, small workshop and workspace units, and leisure/recreation space. The development should offer new and existing residents the opportunity to come together and enjoy the "village feel" complementary to and not competing with Kew Village.

"Everyone loves the feel of Kew Village - build the same kind of village feel here!"

"There could be a market square with small independent shops and cafes."

Getting about Key Themes

Kew's 'peninsula' location, bounded by bridges and major roads, along with a high car ownership, has resulted in bottlenecks, air pollution, and personal frustration. Participants welcomed the initial view from project transport consultants Arup that, compared with the current retail park use, the redevelopment is likely to have a neutral or reduced impact on the local road network. Moving M&S customer parking and residential parking underground will allow for the creation of an attractive, green and less vehicle dominated public realm. Kew is well served by public transport although services can be crowded at times. Most people do not intend to give up their car, but there is a growing awareness that "active travel" should be promoted and that the redevelopment can play a key part in facilitating walking and cycling and improving connectivity in this part of Kew. A car club can also help reduce car ownership and encourage active travel.

"We need a better environment to encourage people to walk and it needs to be better for those with mobility difficulties."

"We need more sharing to happen, so we can share cars, share bikes."

An exemplar of sustainable development Key Themes

Many participants saw the opportunity for the new neighbourhood to be an "exemplar of sustainability" across a range of criteria, including through the construction process, the energy efficiency of the buildings and the use of renewable energy. The provision of shops and services in the heart of the new neighbourhood fits the sustainable "20 minute neighbourhood" concept that lies at the heart of the draft Local Plan, providing for daily needs to be an easy walk or cycle away. Green spaces and green roofs will reduce the urban heat island effect and provide community wellbeing, enhanced biodiversity and sustainable drainage.

"Plan for a sustainable development from the get-go - create a beacon of sustainability!"

"Biodiversity, biodiversity, biodiversity!!!"

Training, jobs and construction Key Themes

The redevelopment will provide training and job opportunities for the local community through the construction period, and when fully operational. There was concern about the potential impact of construction particularly for those living close to the site, and questions about the potential cumulative impact of other developments in the wider vicinity being built to a similar programme. A construction management and communications plan will be drawn up and participants welcomed the opportunity to discuss concerns and possible mitigation at this early stage.

"You must take care during the building process. Be mindful that many people live nearby!"

"The development will impact on us a lot, so it was good to have a chance to air our concerns."

Kew Meadow Path and other linkages Key Themes

Participants felt that whilst Kew Meadow Path is an important historic feature, it is currently little used, unloved and in need of better surfacing and lighting. There is an opportunity to integrate the path into an extended green space running north/south through the development, offering amenity for existing and new residents, whilst enhancing biodiversity and providing sustainable drainage. Opportunities should be investigated to create new pedestrian and cycling connections to the river, whilst being sensitive to the wishes of neighbouring residents.

"The river is a great asset but it's difficult for lots of people to access it."

"I'm sure the Kew Meadow Path can be vastly improved."

jtr

Greening the grey Key Themes

As well as providing a site for the new M&S store, homes of all tenures and other uses, the current expanse of retail sheds and tarmac should be replaced by a variety of green spaces, for different uses, including at ground level and green roofs. Good maintenance and management of the green spaces will be key and ideas included informal wildflower areas, children's play, space for active use including outdoor yoga and an outside gym. Private amenity space for residents will also be designed in.

"People feel comfortable with greenery - we need more of it."

"Initiatives for a swathe of outdoor green spaces could transform this area for all - young, old, special needs."

Continuing the process Key Themes

Participants welcomed the opportunity to be engaged at this early stage to discuss concerns and aspirations and help to shape the Vision for the new neighbourhood. There is a keenness for the process to continue, and many ways were suggested to keep local people engaged and informed through the design stages. Ongoing communication is crucial, making use of digital and in-person updates, as well as advertising future events through existing groups, including the Kew Society, and at Kew Market and Kew Gardens station. The consultation process will extend to local schools and ensure widespread knowledge about the forthcoming new neighbourhood.

"What's important is consultation, consideration, and care."

"There should be feedback channels and events throughout the planning process."





Placemaking Principles

SIX PLACEMAKING PRINCIPLES

STITCHING
IN TO
THE SURROUNDING
AREA

PROMOTING

ACTIVE TRAVEL



JOINING EXISTING AND NEW COMMUNITIES

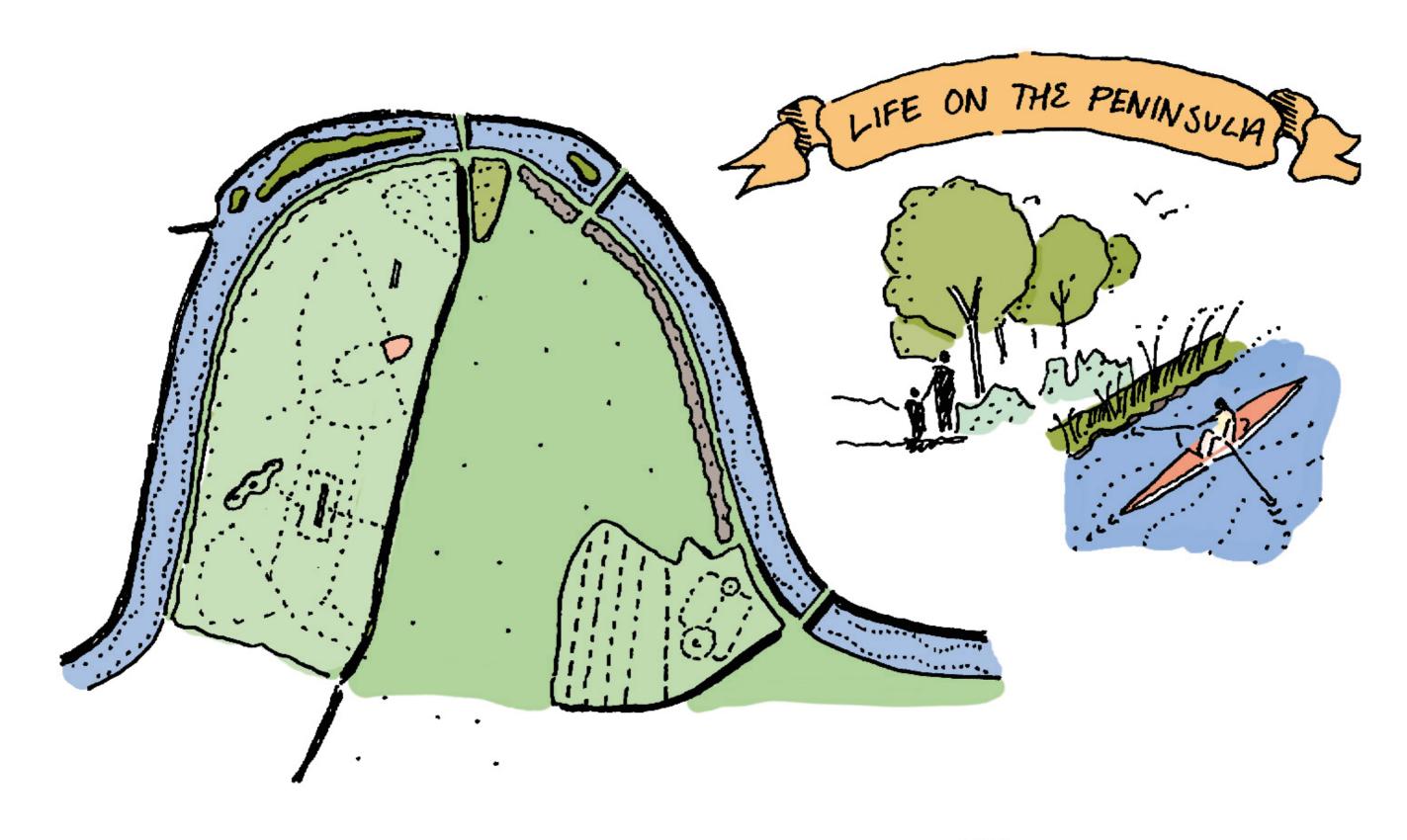






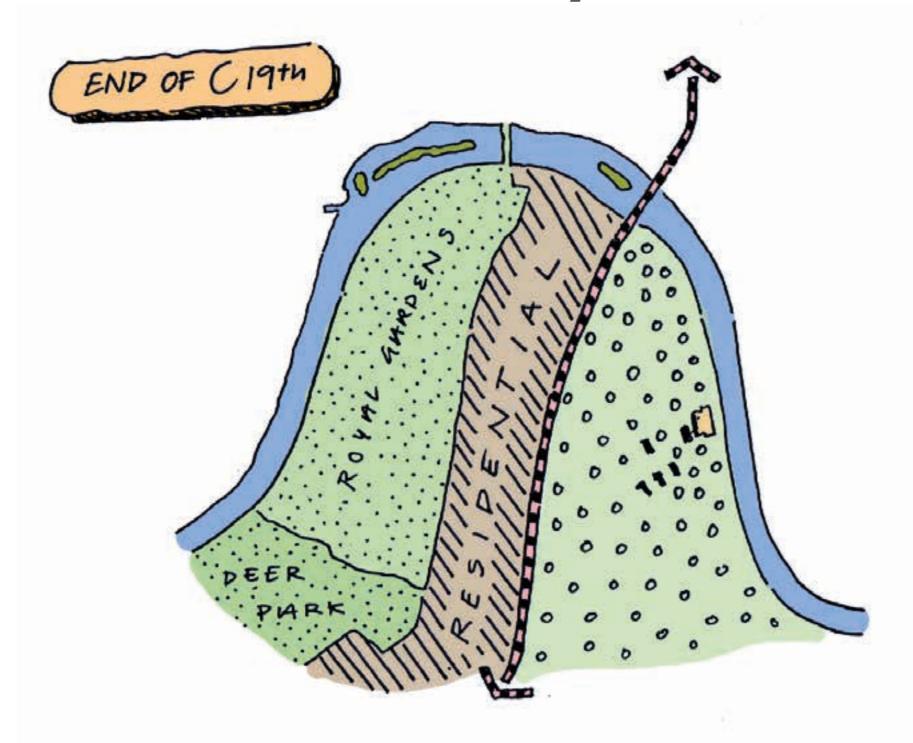
Life on the Kew Peninsula





LIVING IN KEW-A LIFE DEFINED BY GREEN AND DUE ...

End of the 19th Century



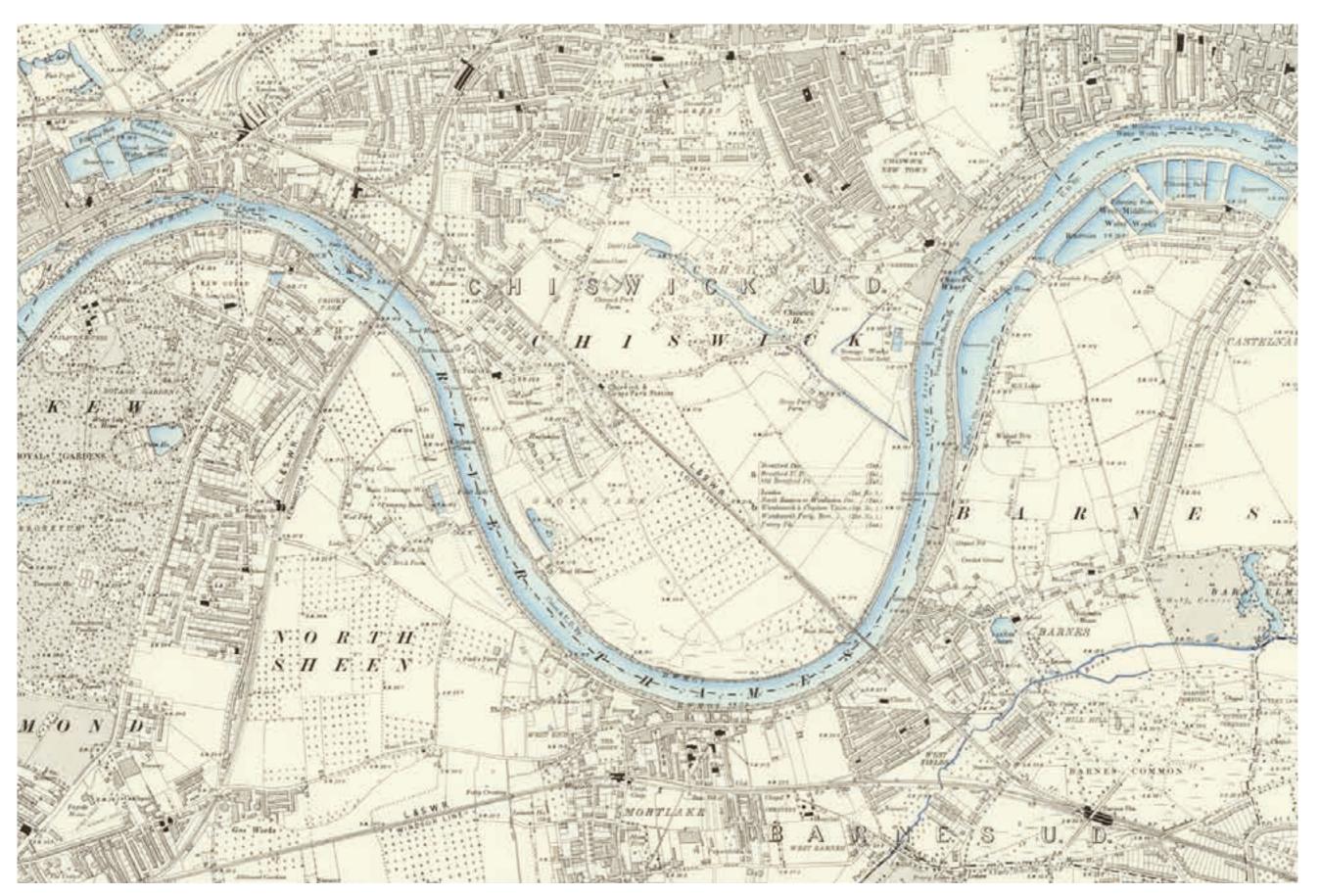
AT THE END OF THE 19th CENTURY THERE WAS A

CLEAR PATTERN OF USE WITH RESIDENTIAL PROPERTIES

TO THE WEST OF THE RAILWAY LINE AND FIELDS AND ORCHARDS

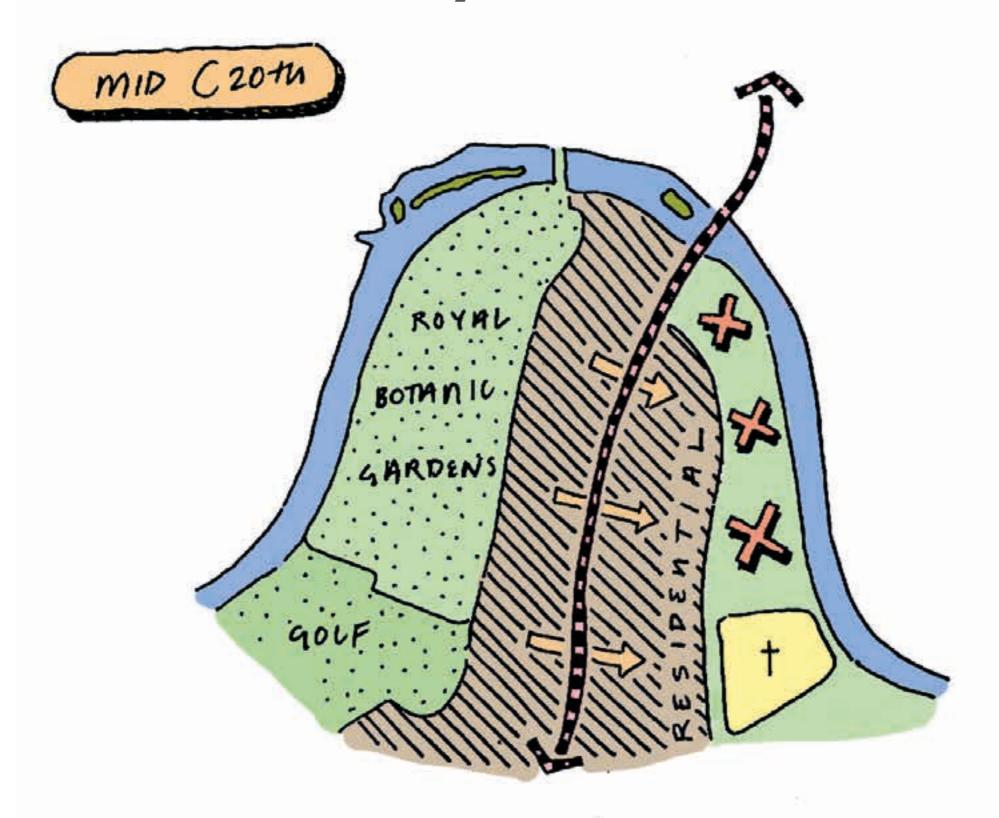
TO THE EAST...

End of the 19th Century



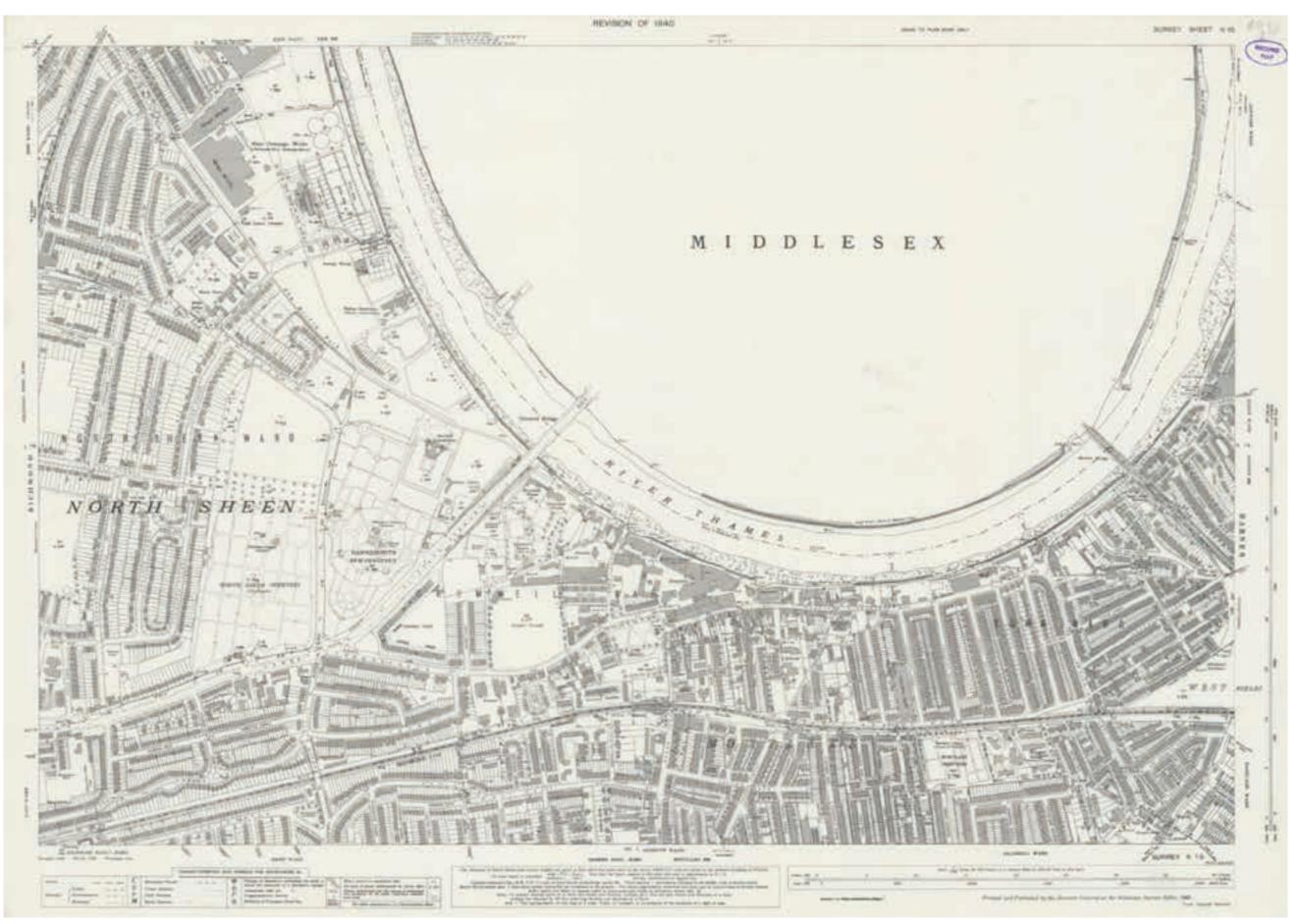
Ordinance Survey Map, 1894 –1896

Mid-20th Century



WHILST RESIDENTIAL STRADDLED THE RAILWAY THE
ENSTERN FRONTIAGE BECAME A PLACE OF WORK, INDUSTRY
AND INFRASTRUCTURE WITH LARGE COMPOUNDED LANDHOLDINGS.

Mid-20th Century



Ordinance Survey Map, 1940

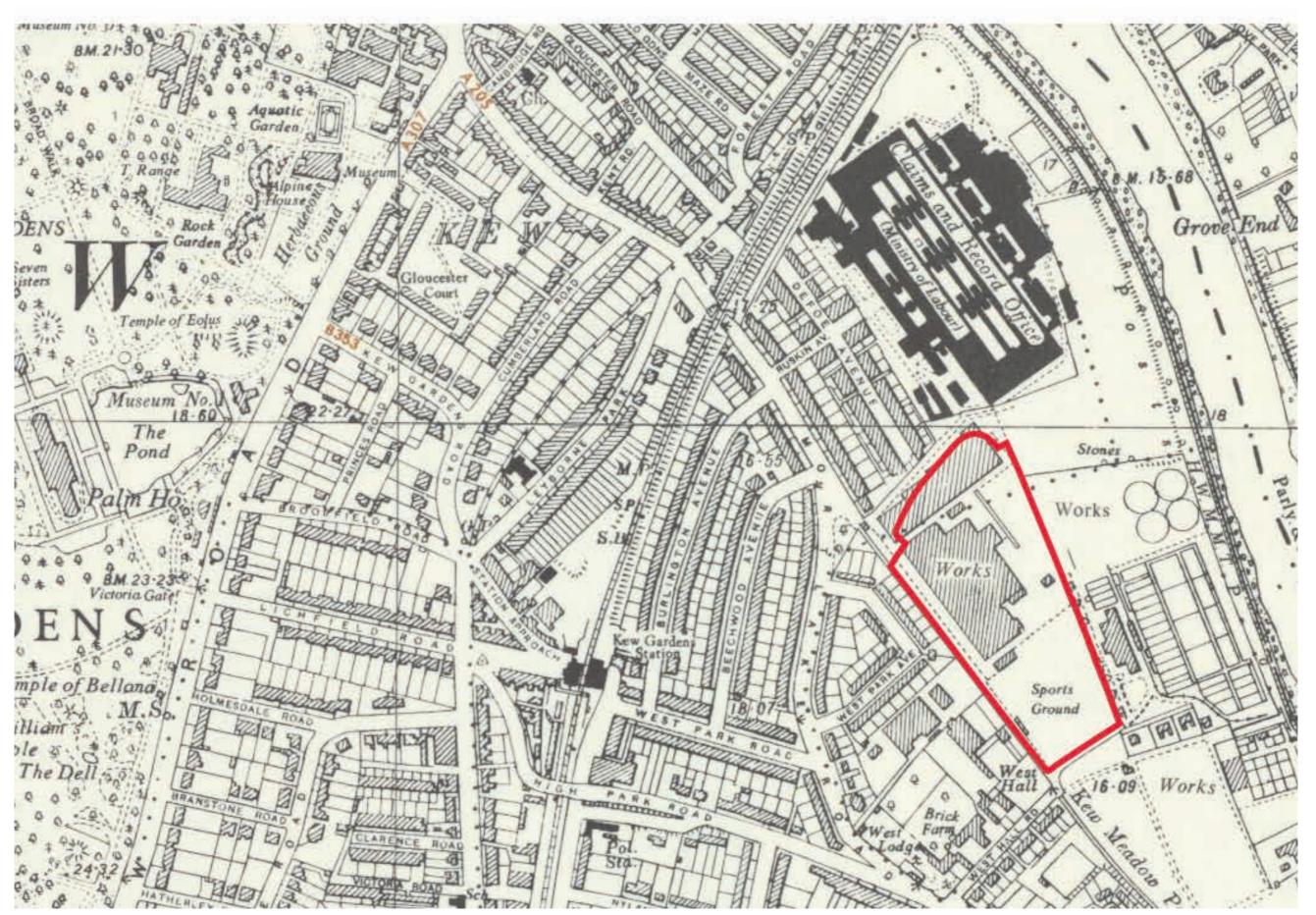
Whitworth Aircraft Factory



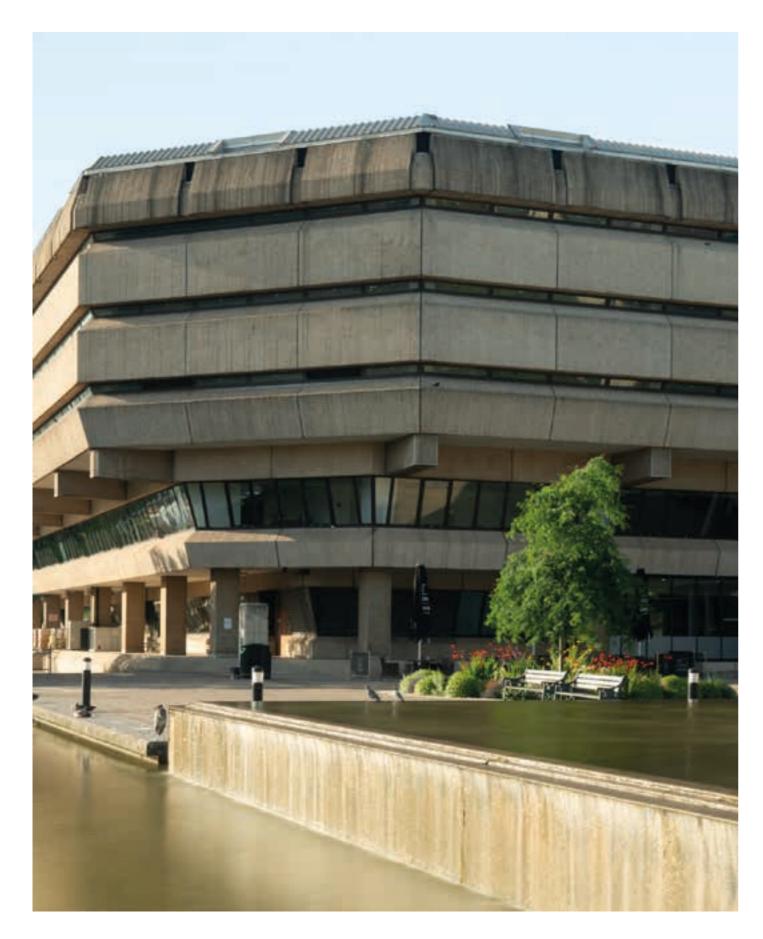
Chrysler and Dodge Factory



Mid-20th Century



National Archives





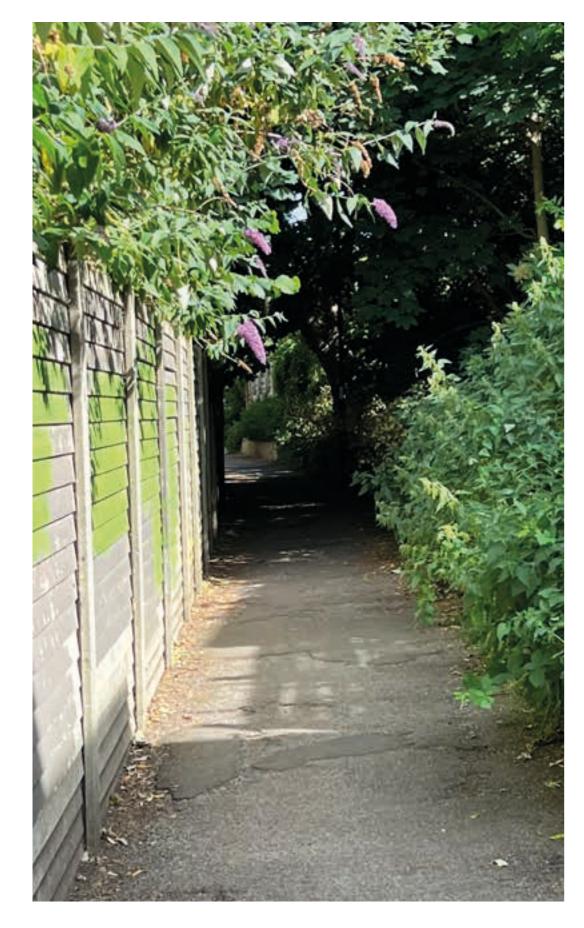


Kew Retail Park

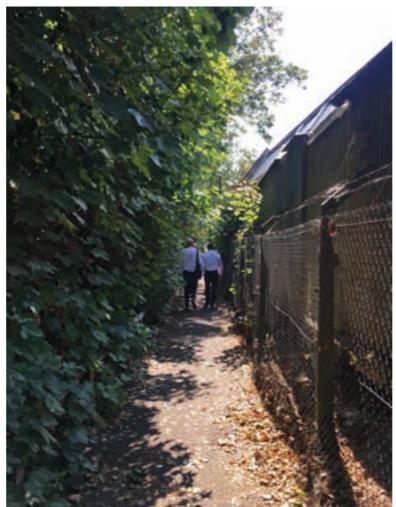
















Kew Riverside







Levett Square









Understanding Kew

Streets and Spaces

- I. Informality of Spaces
- 2. Formality of Tree-lined Streets

Building Form

3. Rhythm and Silhouette

Detail

- 4. Greenery and Built Form
- 5. Articulation & Animation at Street Level
- 6. Celebrating Entrances
- 7. Inside and Out
- 8. A Vibrant and Rich mix of Colours
- 9. Floral and Botanical Detailing

I. Informality of Spaces













Kew Green Road

Area: 425m²









Kew Gardens Station

Area: 390.5m²







High Park Road Area: 318m²





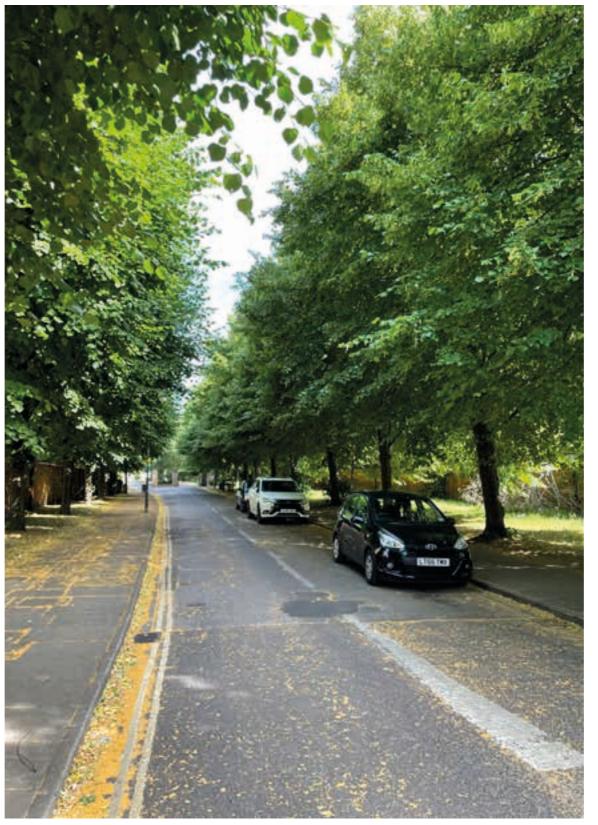




2. Formality of Tree Lined Streets



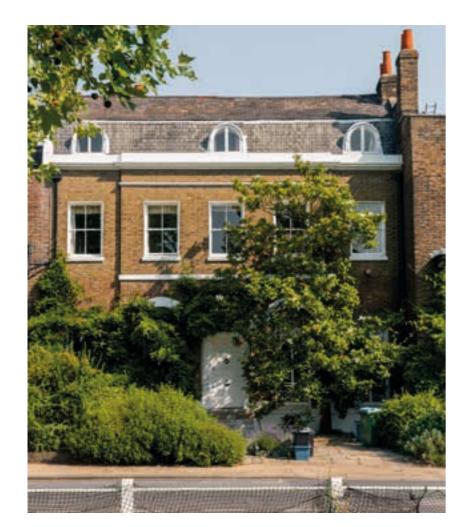








3. Rhythm and Silhouette

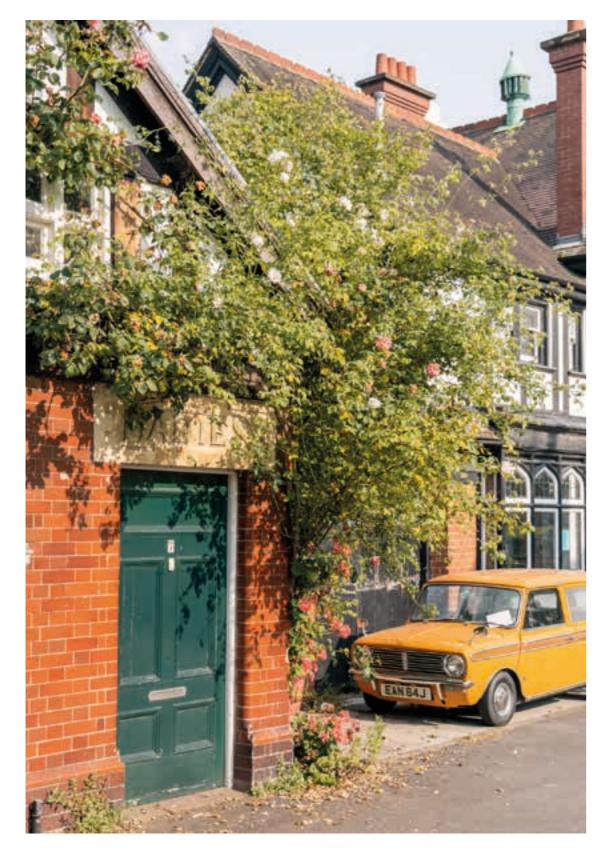




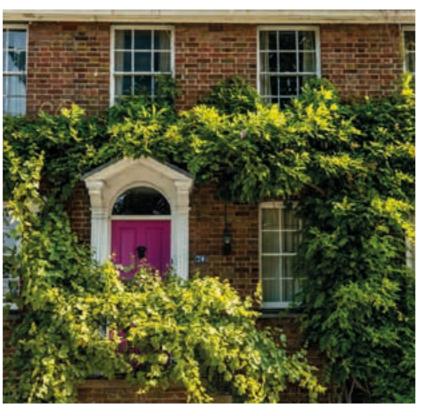


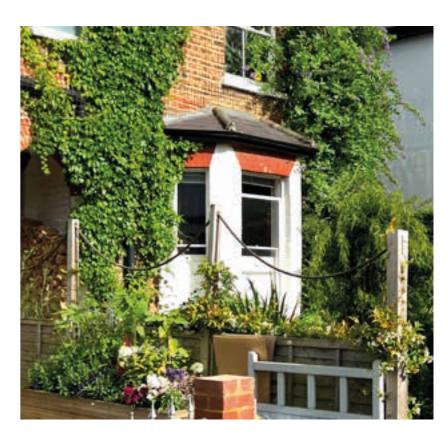


4. Greenery and Built Form













5. Articulation & Animation at Street Level



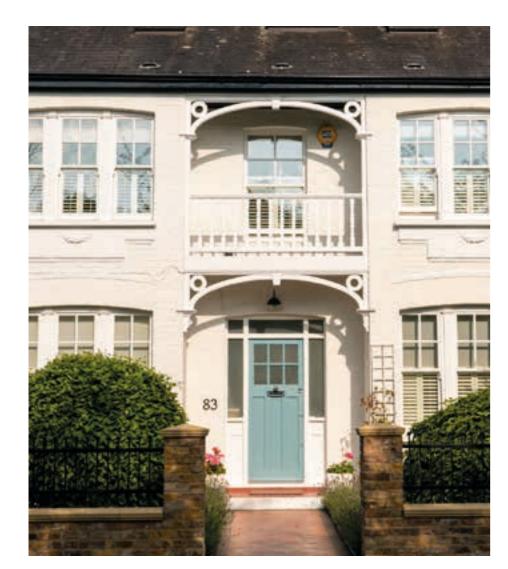








6. Celebrating Entrances



















7. Inside and Out











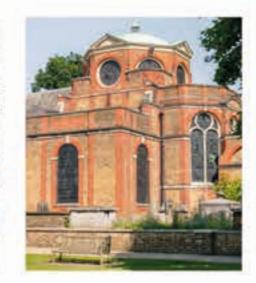




8. A Vibrant and Rich mix of Colours







































8. A Vibrant and Rich mix of Colours





























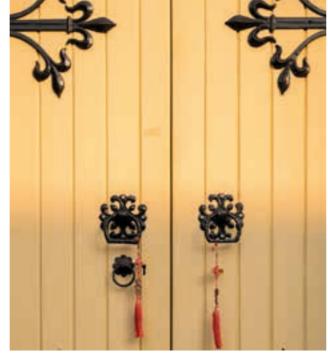






9. Floral and Botanical Detailing









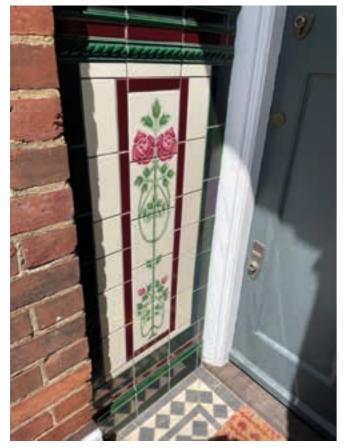




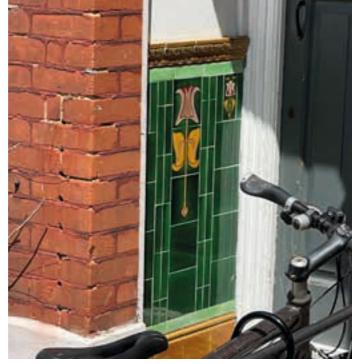


9. Floral and Botanical Detailing



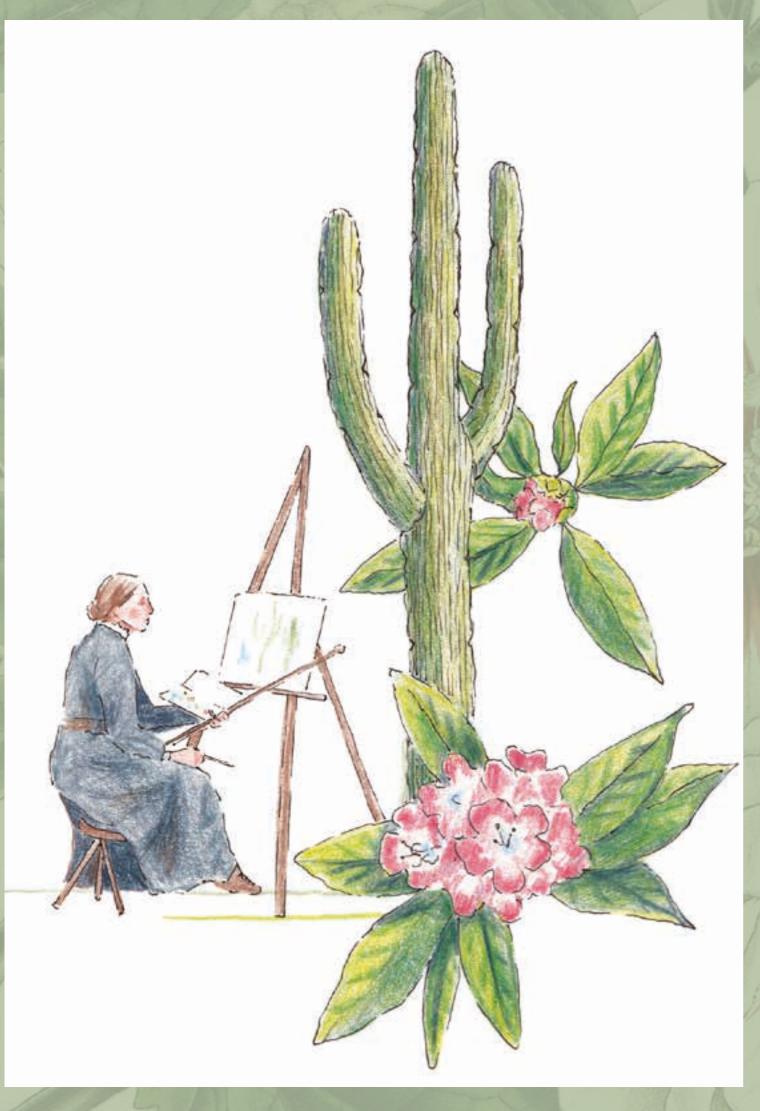












Marianne North (1830-1890) The Intrepid Painter

Marianne North was a 19th century intrepid explorer, traveller and plant painter who painted the plants she found on her travels and founded a Gallery to house them at Kew Gardens.

She generally travelled unaccompanied, an extraordinary feat for a Victorian lady. Between 1871 and 1879, she visited Canada, the United States, Jamaica, Brazil, Japan, Sarawak, Singapore, Java, Sri Lanka and India.

In 1880 she met Charles Darwin, whom she regarded as 'the greatest man living, the most truthful as well as the most unselfish and modest'.

Towards the end of her life she presented her life's work - 832 paintings - to the Royal Botanic Gardens at Kew and provided the funds for a Gallery to house it.







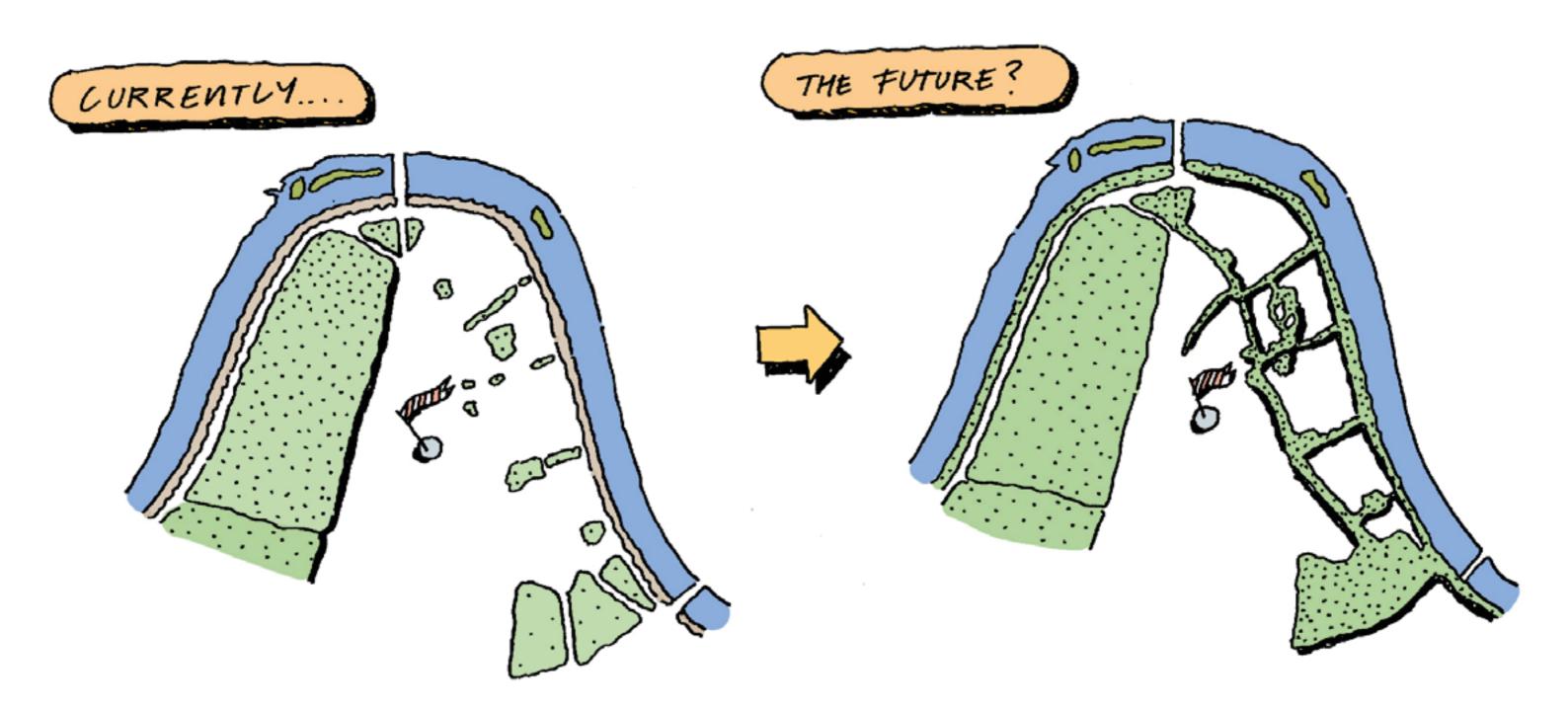
One Kew

SOCIAU INTEGRATION. Management CREATING A SENSE

> HOW CAN WE CONNECT THE COMMUNITIES? THE VISION PROVIDES A NEW MEETING SPACE FOR EXISTING AND NEW COMMUNITIES

COMMUNITY

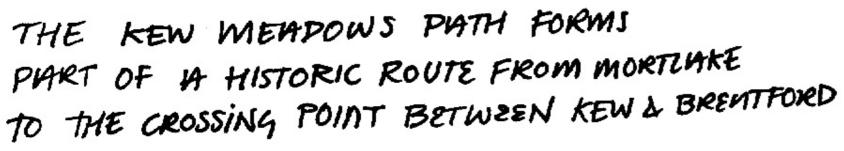
Linking Green Fragments

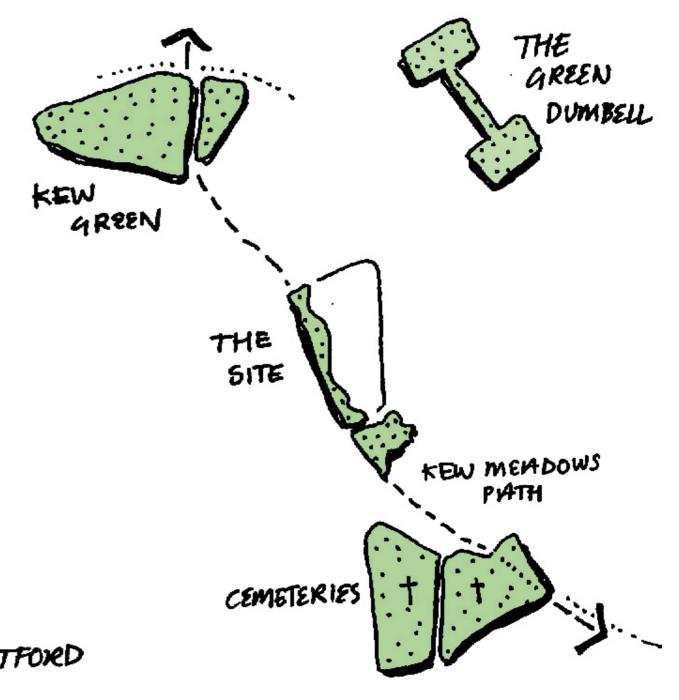


LINKING GREEN LANDSCAPE FRAGMENTS -A COHESIVE GREEN STRATEGY FOR BOTH HAWES OF THE PENINSULA.

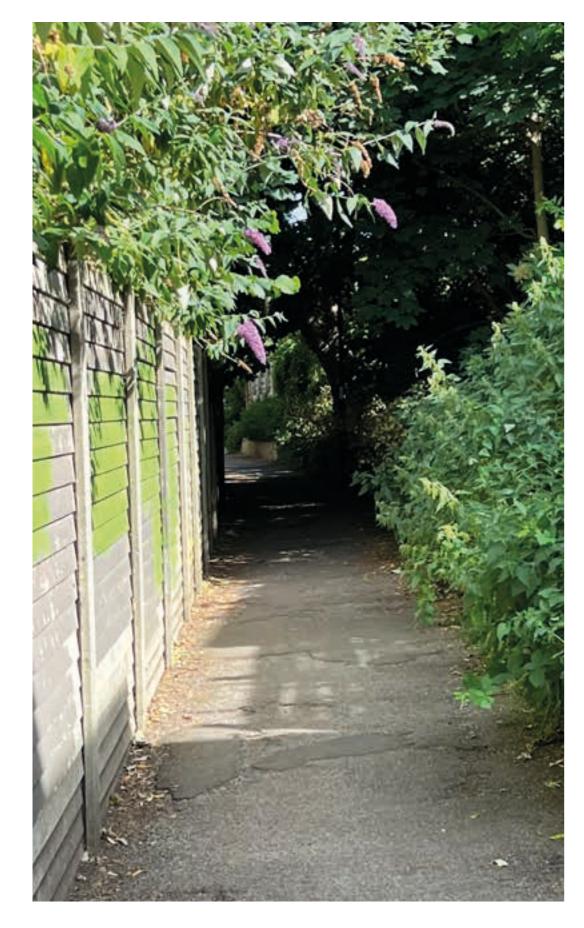
Kew Meadow Path



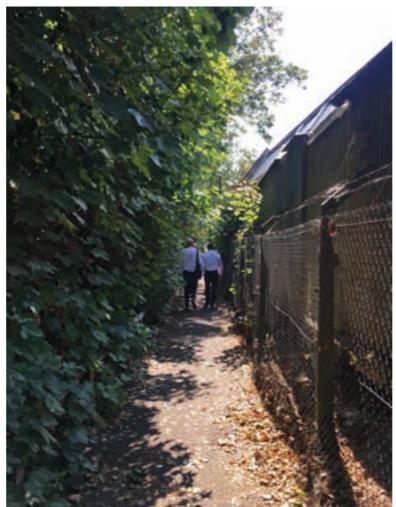




TODAT IT IS A NURROW AND UNLOVED ALLEYWAY
BUT ITS SIGNIFICANCE CAN BE ENHANCED AND
FORM PART OF THE ROUTE LINKING THE CEMETERIES
IN THE SOUTH TO KEW GREEN IN THE NORTH.....





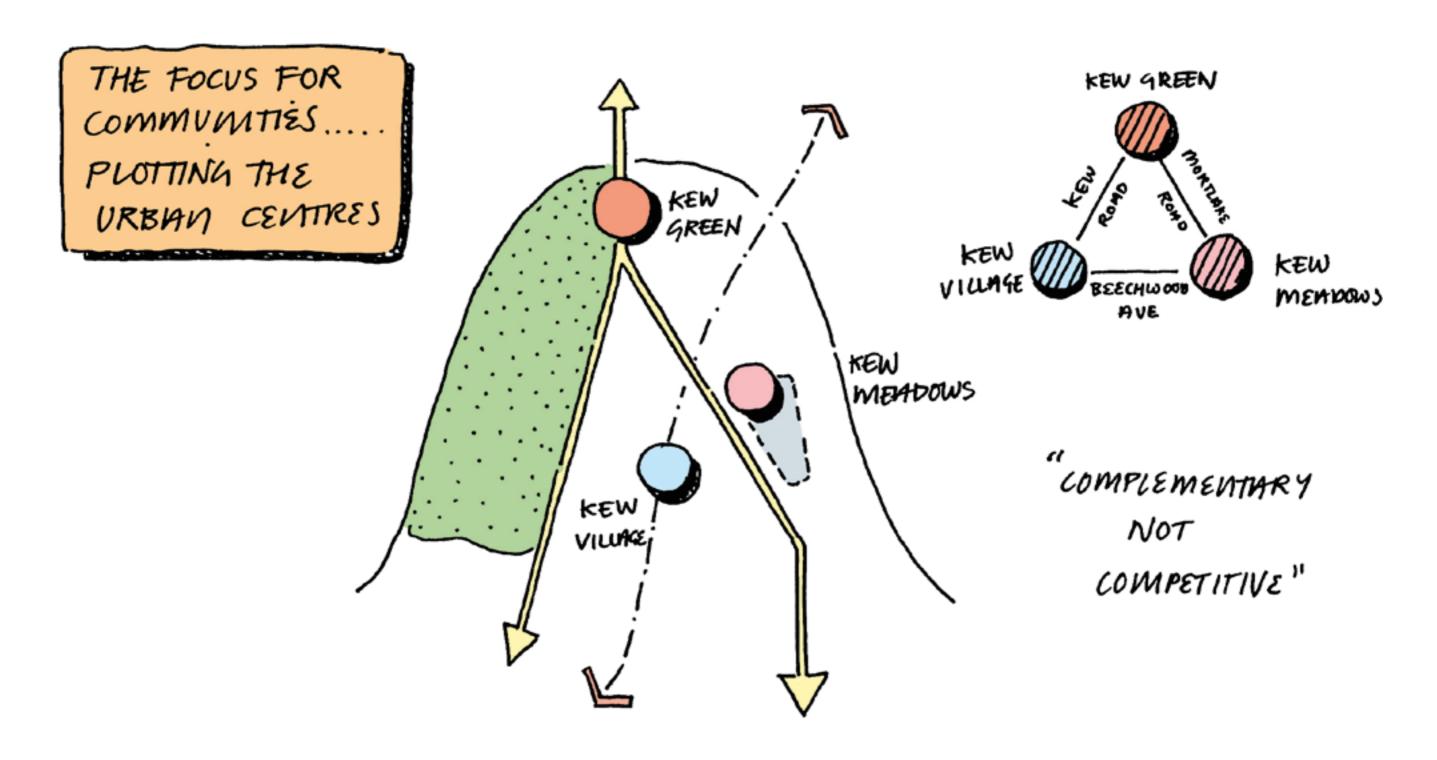






jtp

Complementary not Competing Hubs



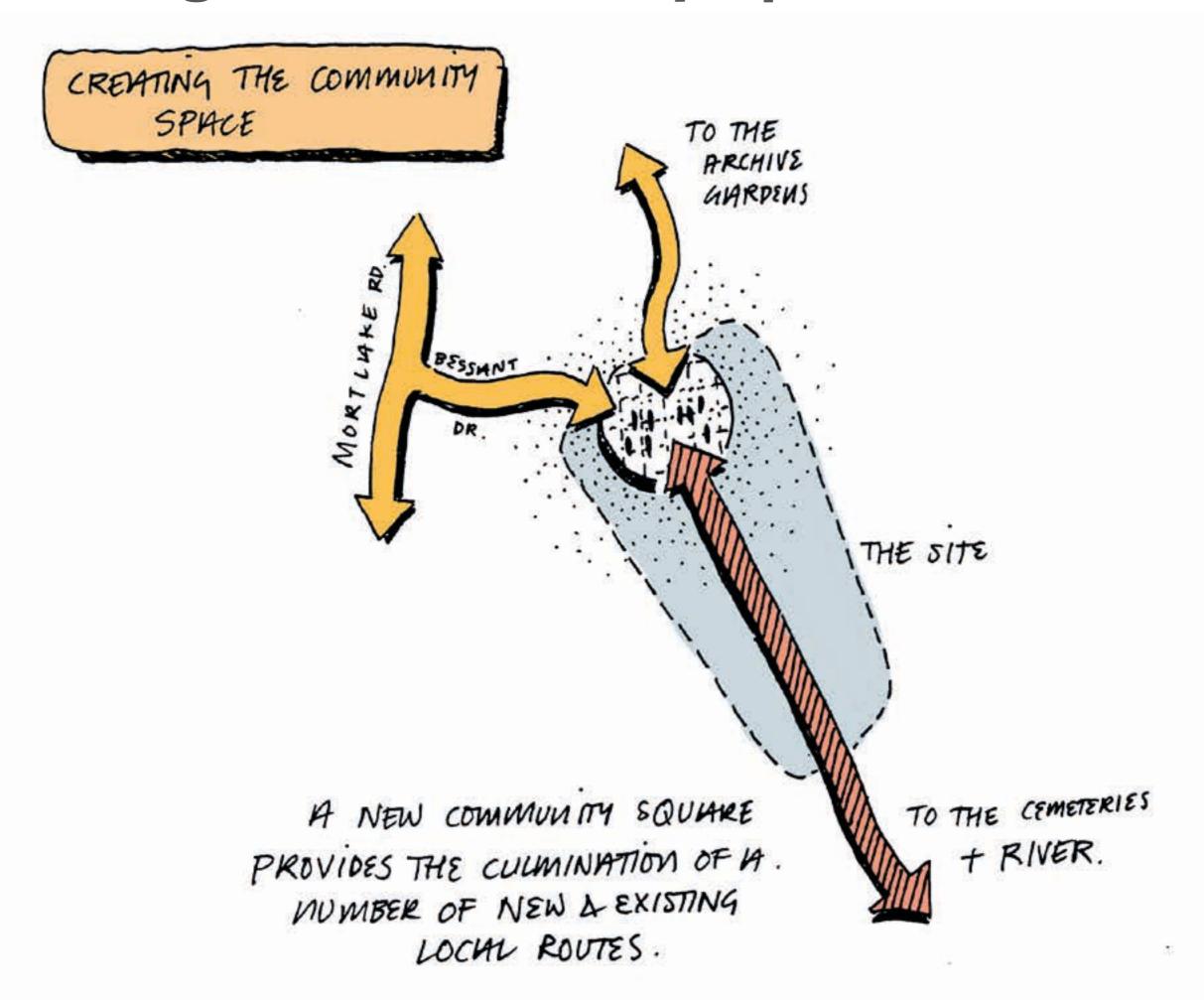
A NEW COMMUNITY CENTRE AT KEW MEADOWS WORKS WITH THE EXISTING VILLAGE CENTRES AND RECOGNISES THE GROWTH OF THE RESIDENTIAL NEIGHBOURHOOD TO THE RIVER'S EDGE.

Serving the Community

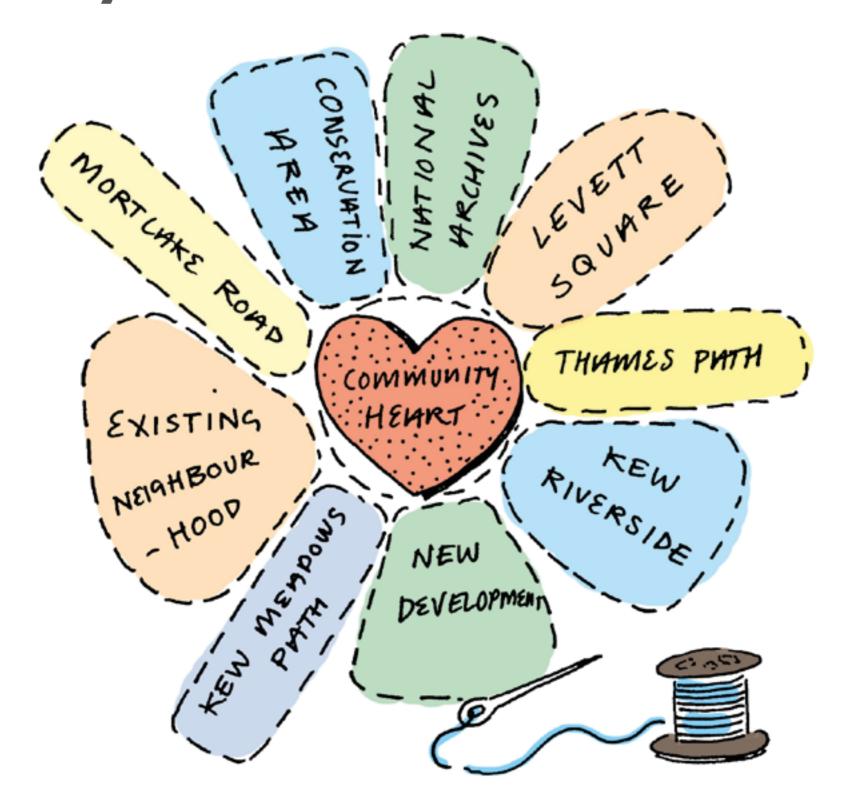
SERVING THE COMMUNITY KEW GREEN KEW KEW. MEADOW) VILLAGEI

A SERIES OF COMMUNITY CENTRES THAT HELP PROMOTE ACTIVE TRAVEL

Creating the Community Space

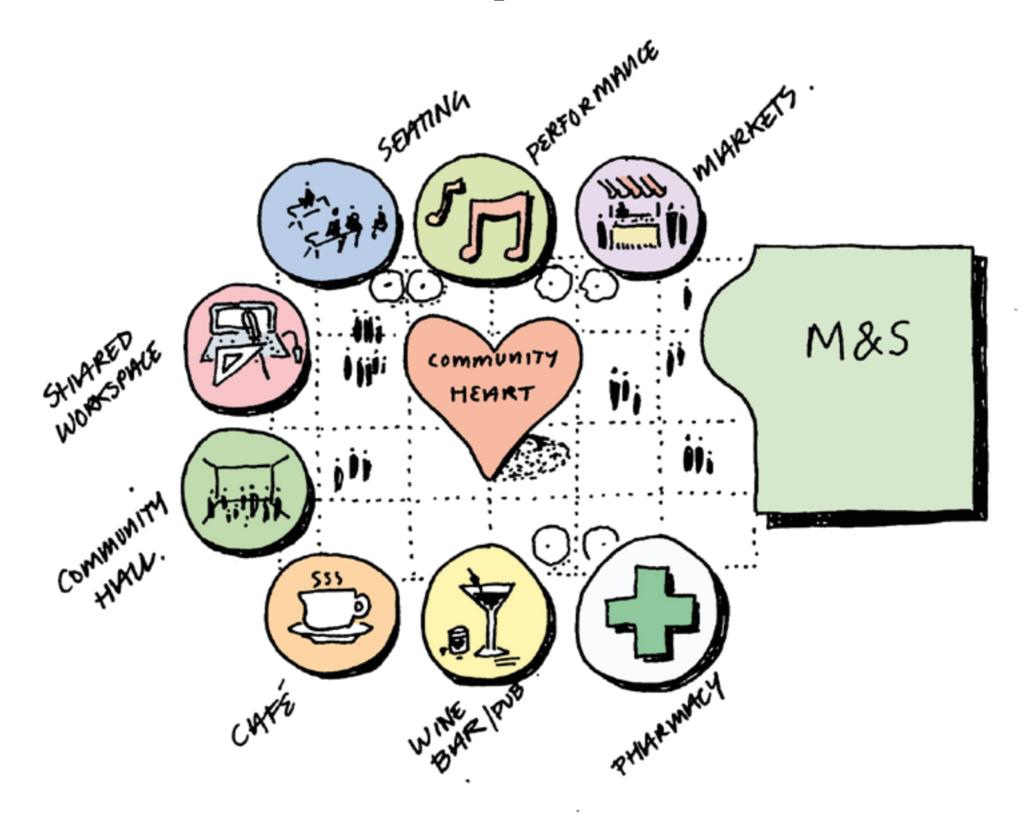


Community Heart



STITCHING TOGETHER THE ASSETS OF THE RIVERSIDE
COMMUNITY WITH A NEW ACTIVATED
PUBLIC SQUARE

Mixed Use Community Heart

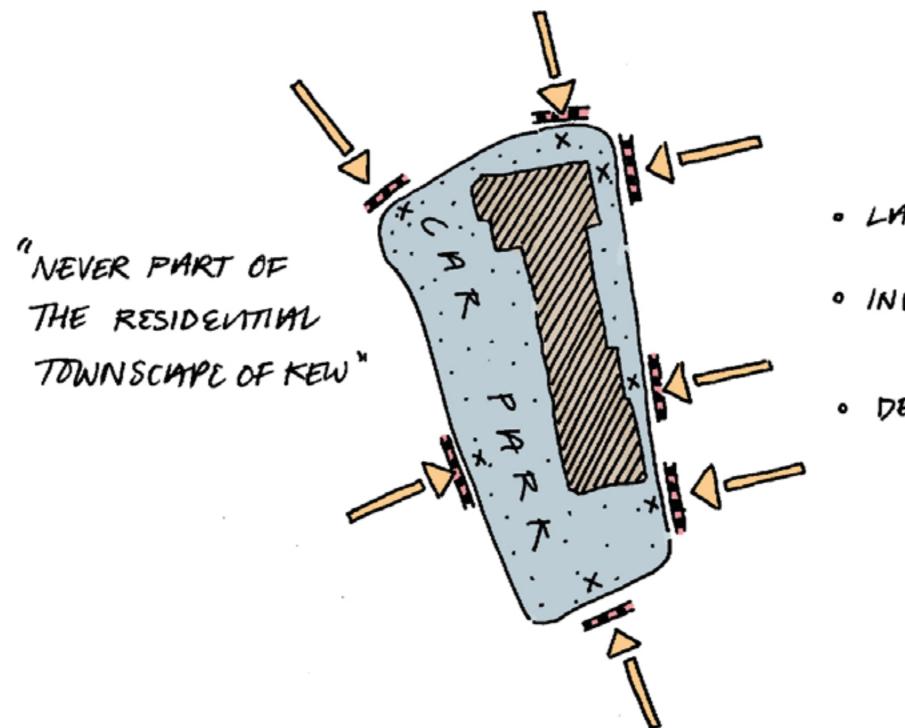


A NEW COMMUNITY HEART CHU BE PROVIDED IN THE FIRST PHASE PELIVERING A NUMBER OF BENEFITS....

A New Square



The Site in Isolation



- · LACK OF URBAN GRAIN
- O INWARD LOOKING DEVELOPMENT
- . DEFENSIVE BOUNDARIES

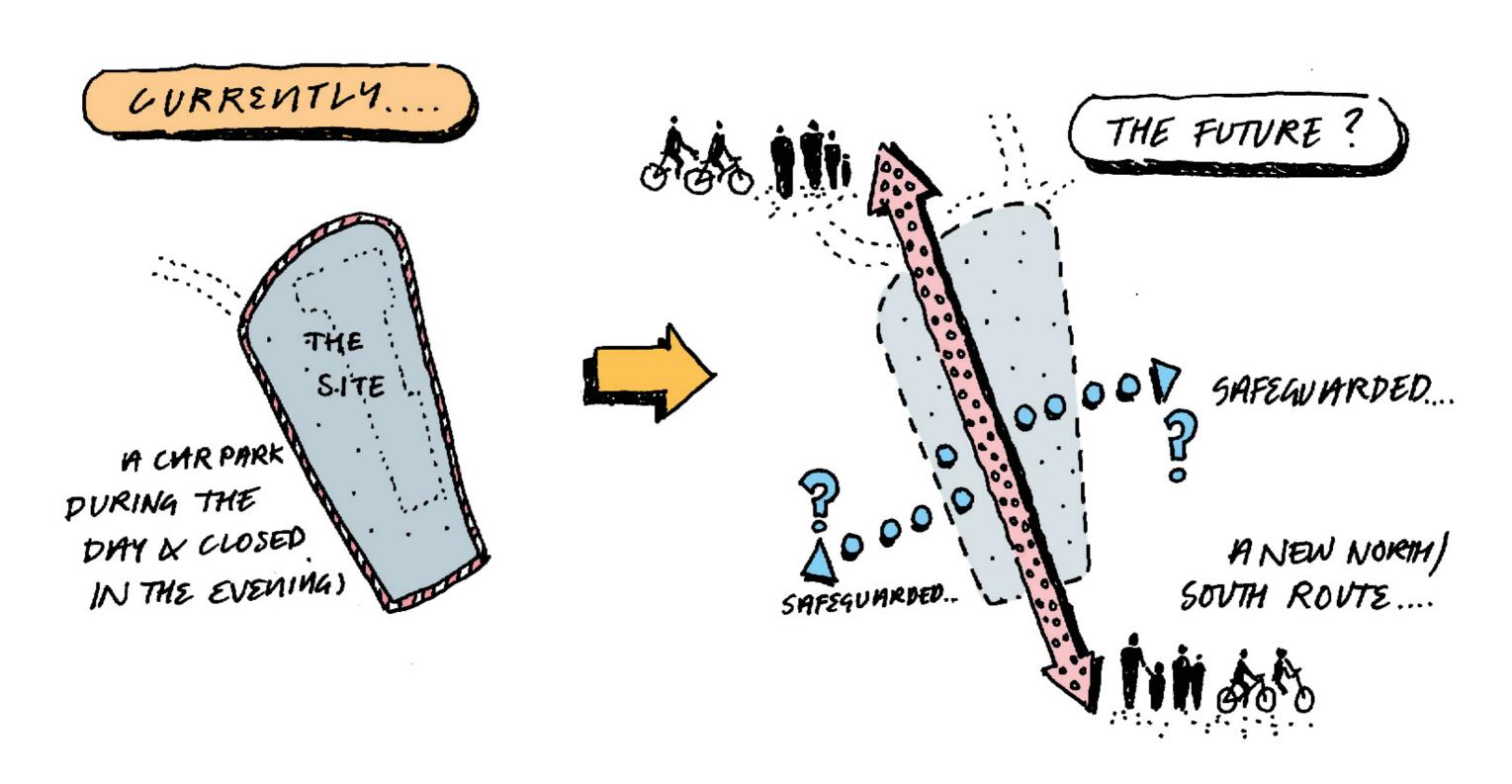
THE GIATED NATURE OF THE EASTERN LANDS

HAS LEFT A LEGICY OF POOR COMMECTIVITY, COMPOUNDED

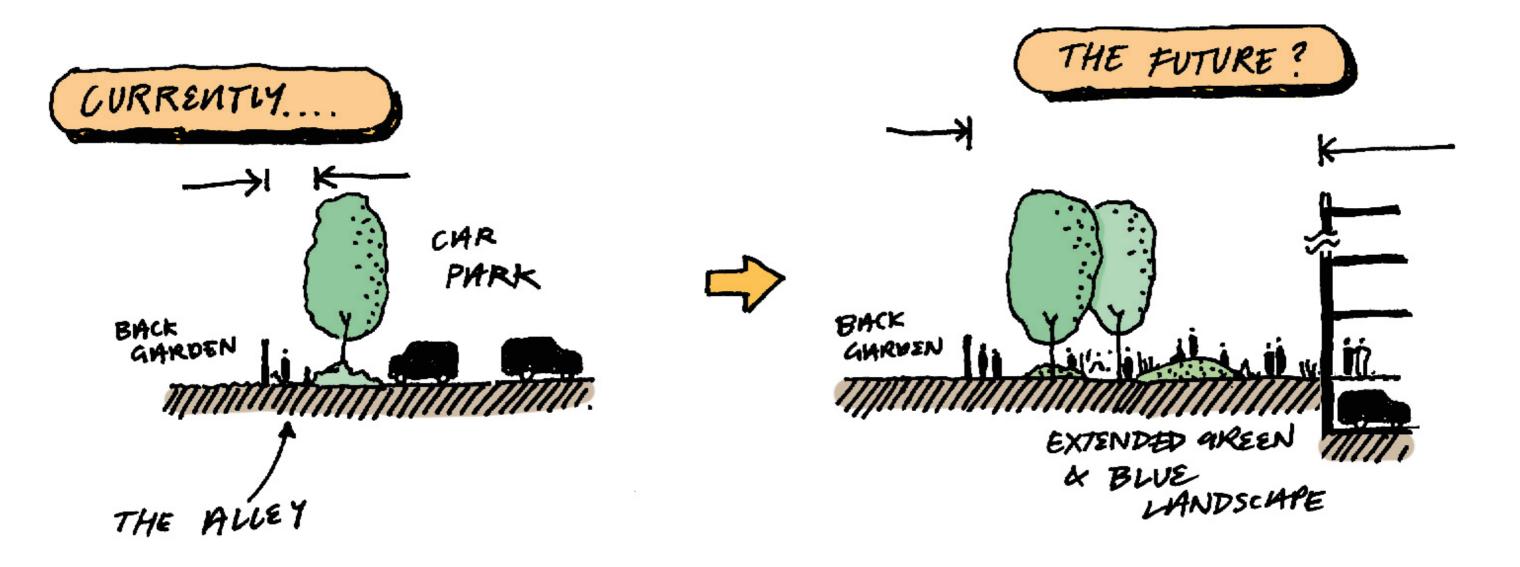
BY ITS OUT OF TOWN' TYPOLOGY.

Future Connections



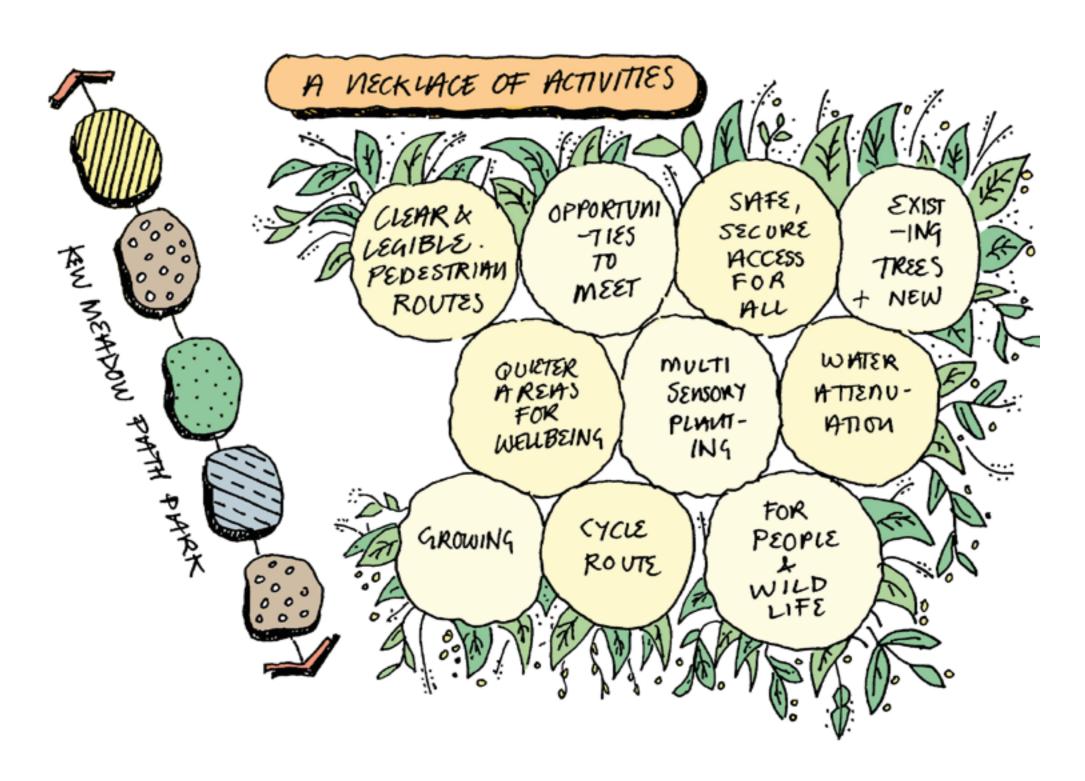


THE SITE CAN BE OPENED UP
PROVIDING A NEW PUBLIC ROUTE FOR PEDESTRIAMS
AND CYCLISTS AND SHEEGUARDING FUTURE COMMECTIONS



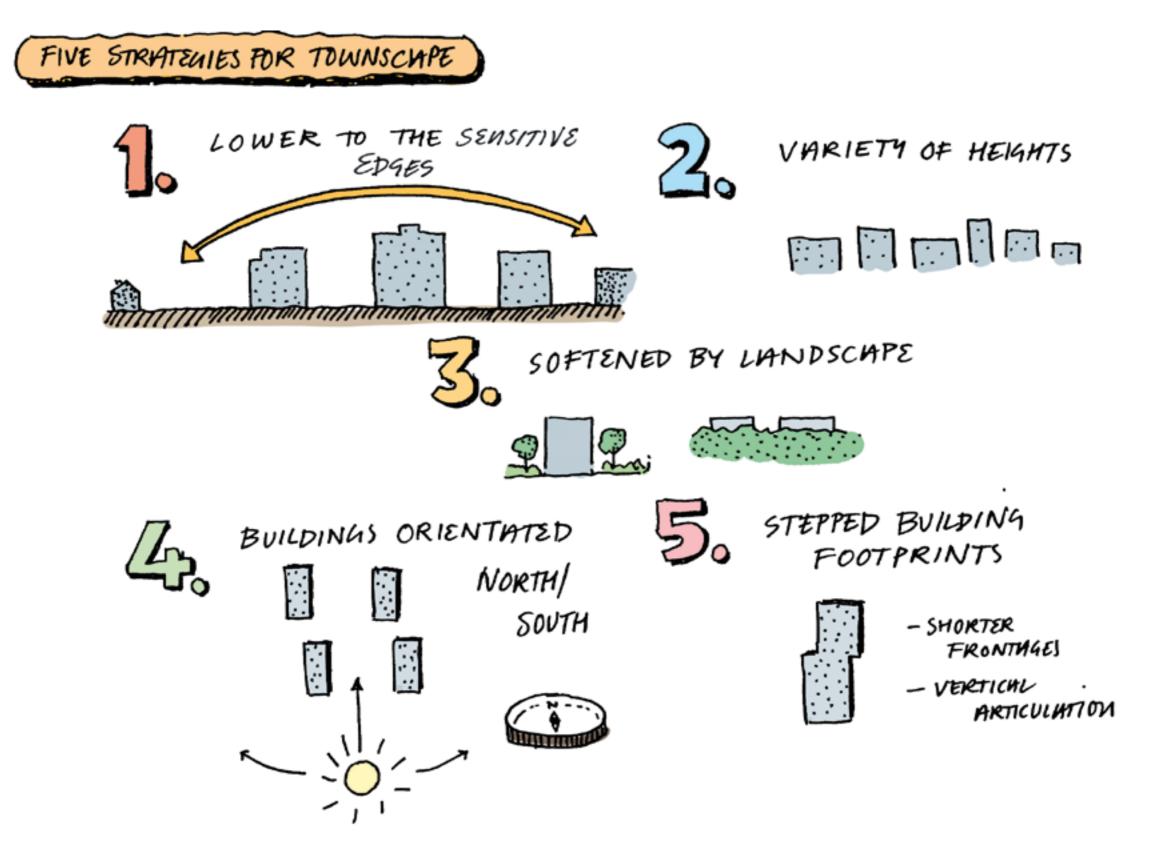
KEW MEADOWS PATH IS CURRENTLY PARK, NURROW AND POORLY OVERLOOKED.... ... THE VISION LOOKS TO WIDEN THE
ROUTE AND INCLUDE IT IN A LINEAR
PARK CREATING A PLACE TO PLAY,
PAUSE & RELAX.

A Necklace of Activities



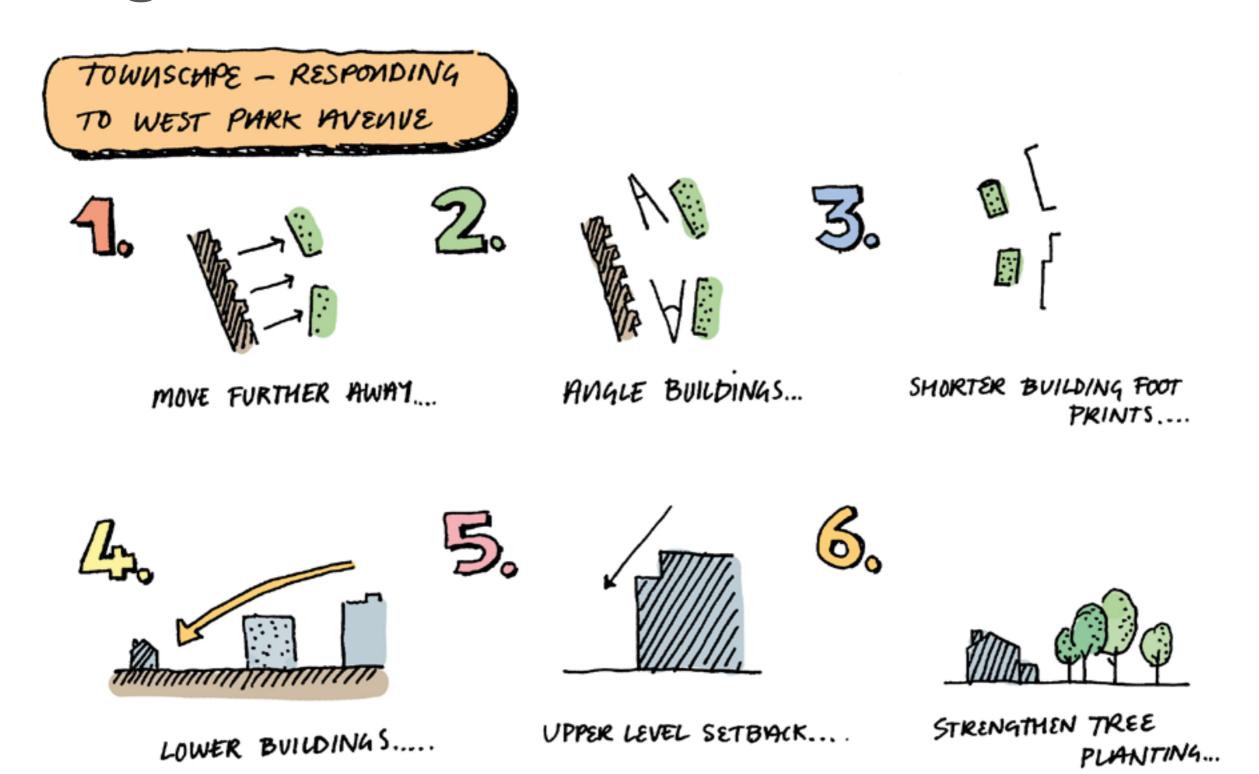
THE KEW MEMBOWS PARK CHU PROVIDE A NECKLAGE OF HARDWORKING LANDSCAPE SETTINGS SERVING THE NEW AND EXISTING COMMUNITIES

Building Form & Orientation



THE COMPOSITION OF BUILDINGS HAS BEEN LED BY A NUMBER OF FACTORS ...

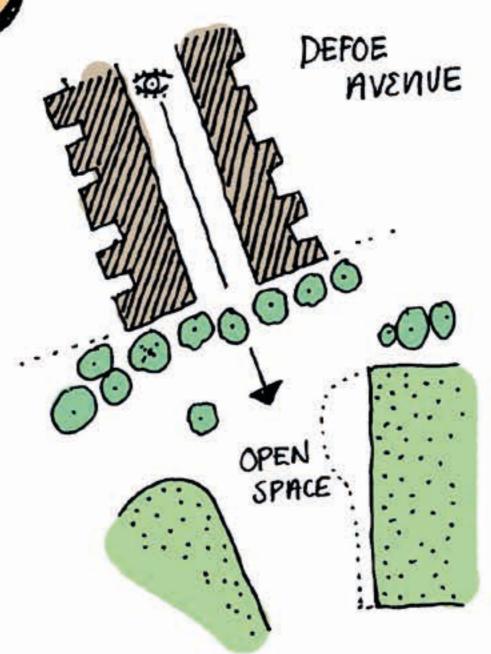
Building Form & Orientation



THE WESTERN EDGE OF THE MUSTERPUNN ADOPTS A NUMBER OF TECHNIQUES TO RESPOND TO THE ADJUCENT HOUSE'S ON WEST PARK AVENUE

Townscape

TOWNSCAPE - RESPONDING TO DEFOE AVENUE



THE PROPOSALS OPEN-UP' TO THE MORTH BY
PLACING THE PUBLIC SPACE ON BESSAUT DRIVE AND
REDUCING THE IMPACT OF BUILDINGS ON THE
DEFOE AVENUE STREETSCENE.



Understanding Site Conditions





The Site



jtp

I.A new M&S Store with homes above



2.A New Square



jtŗ

3. Square lined with mixed-uses



4. Enhance Kew Meadow Path





5. Pavilions in the Park



6.A Garden to the South





7.A Street to the East





8. East to West Streets





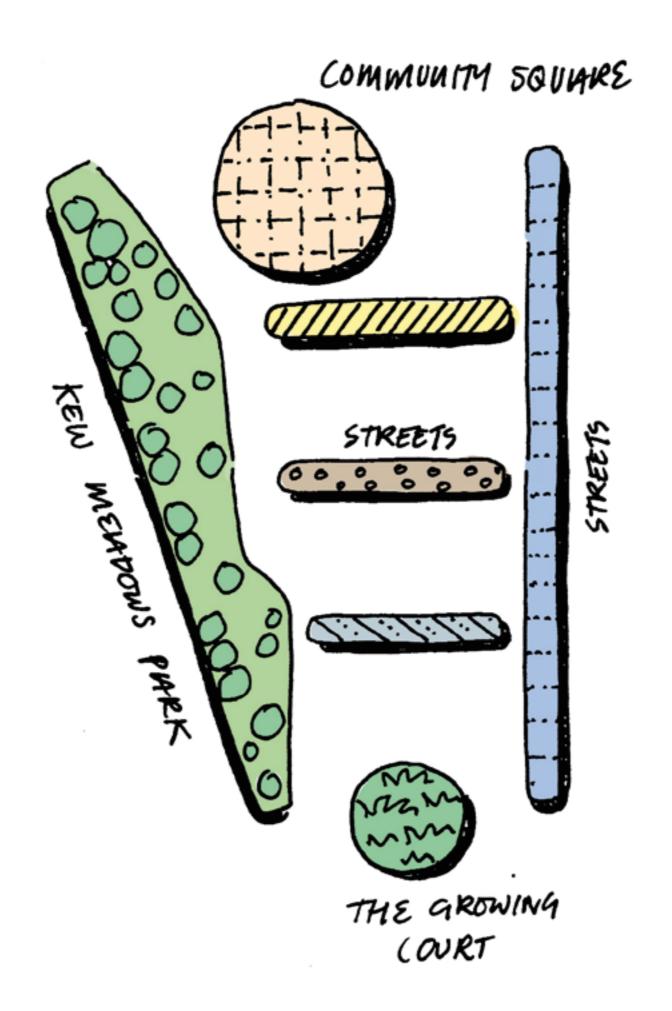
9. Defining the development parcels



10.A Neighbourhood for Kew, within Kew



Public Realm Framework



A Landscape led Masterplan













With Biodiversity at its Heart











jtp

Public Open Space that Works









jtp

Mixed-uses for the Local Community

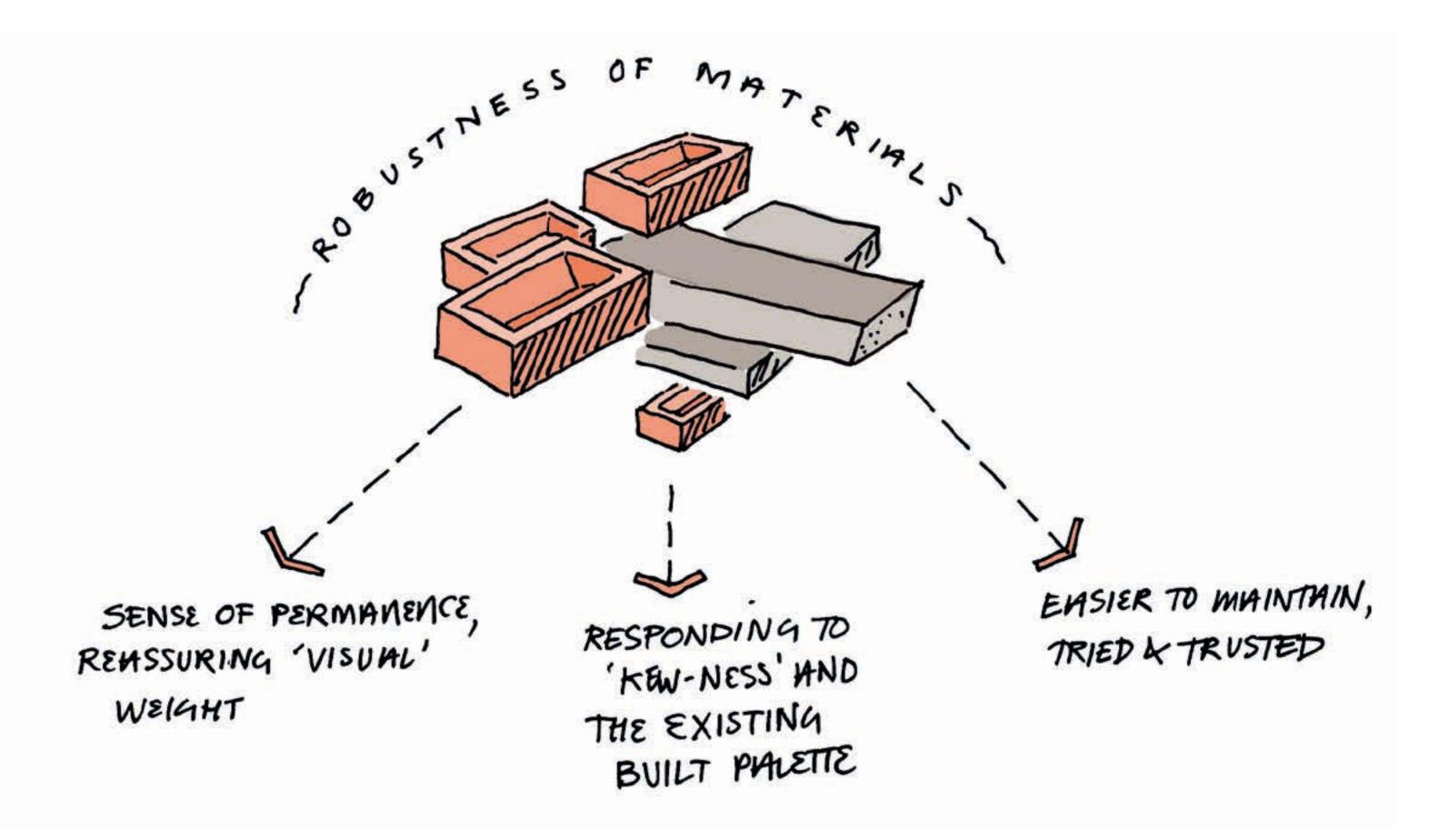




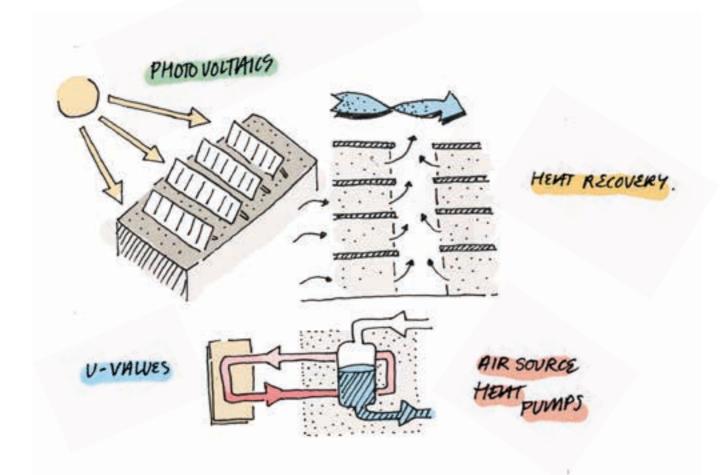








Sustainability



ENERGY: GENERATING RENEWABLE ENERGY



ENVIRONMENTAL: INTRODUCING BIODIVERSITY

AND SCOLOGY





WALKING E-SCOOTERS









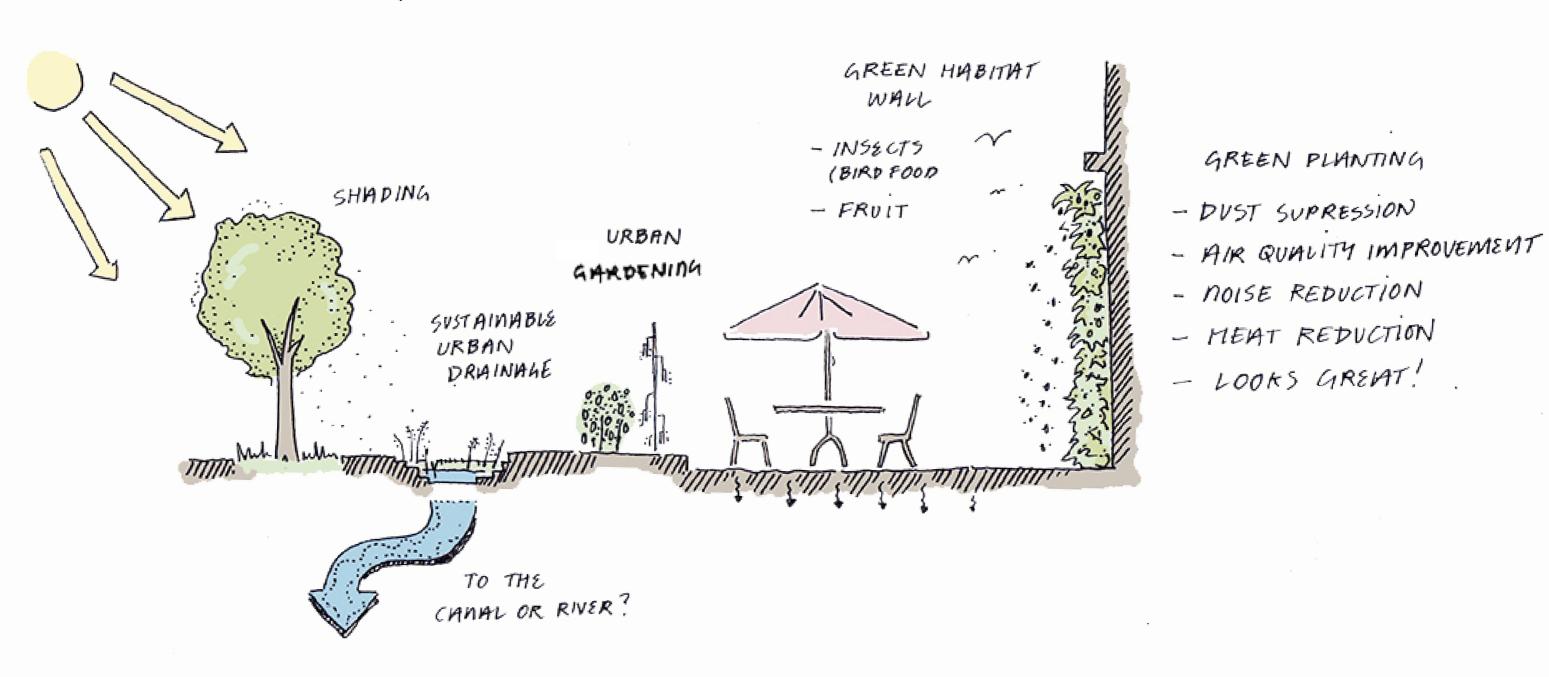
ELECTRIC BUSES.

A SUITE OF SUSTAINABLE TRANSPORT OPTIONS SHOULD BE PROMOTED IN THE TOWN CENTRE.

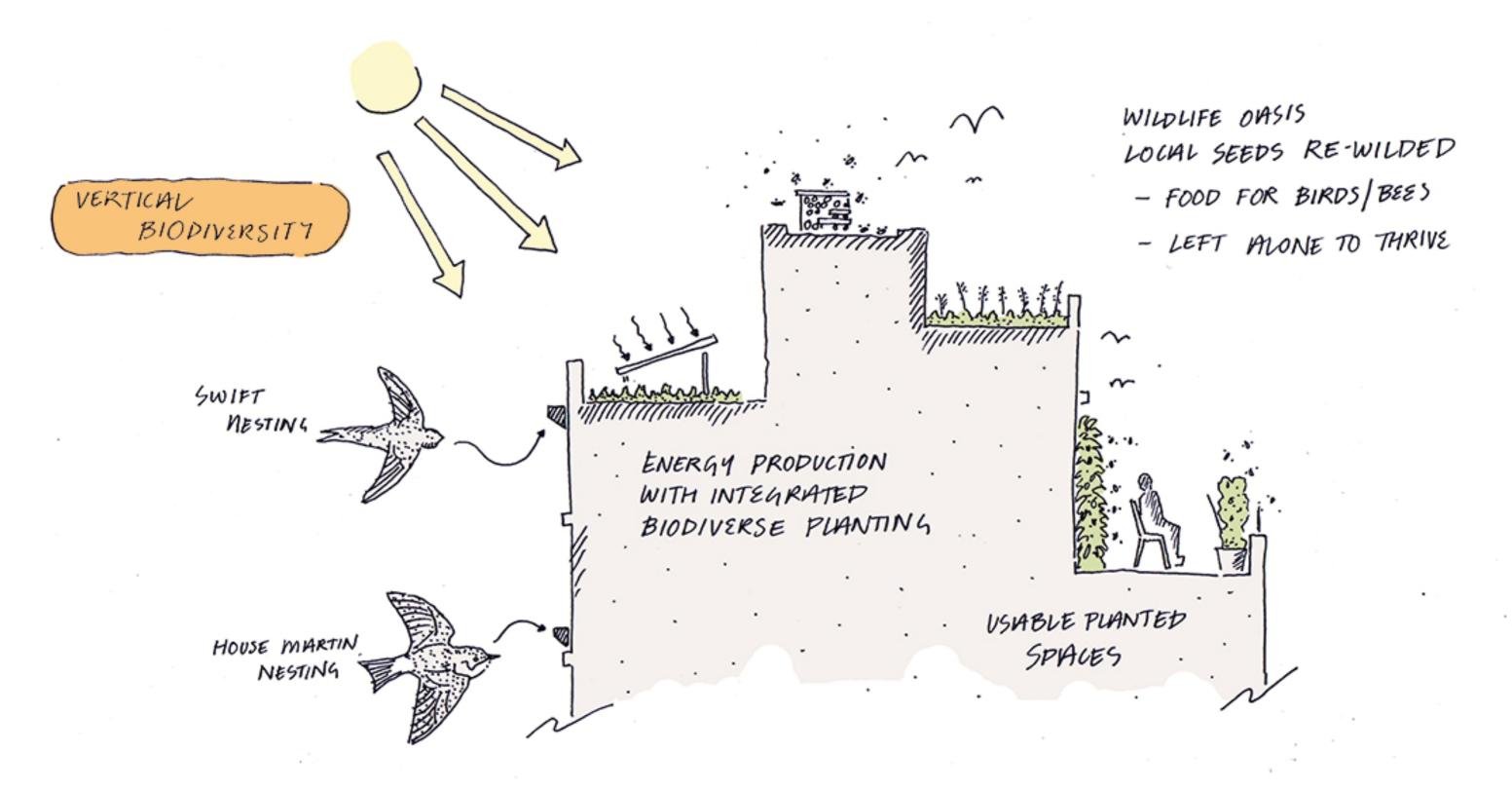
Sustainability

VERTICAL BIODIVERSITY

- FOR HUMANS, ANIMALS & INSECTS



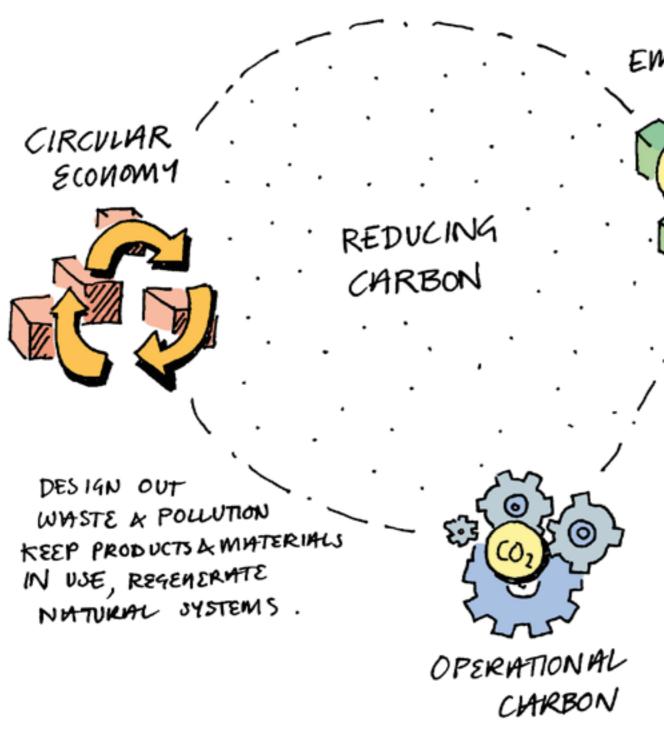
Sustainability



A SERVICE STATION FOR BIRDS & INSECTS FLYING FROM ONE PLACE
TO MNOTHER, AS WELL AS A HOME FOR OTHER SPECIES.

Sustainability - Reducing Carbon

BE LEAN, BE CLEAN, BE GREEN & BE SEEN



EMBODIED CARBON

REDUCTION OF CURBON EMISSIONS IN OPERATION & EMBODIED.

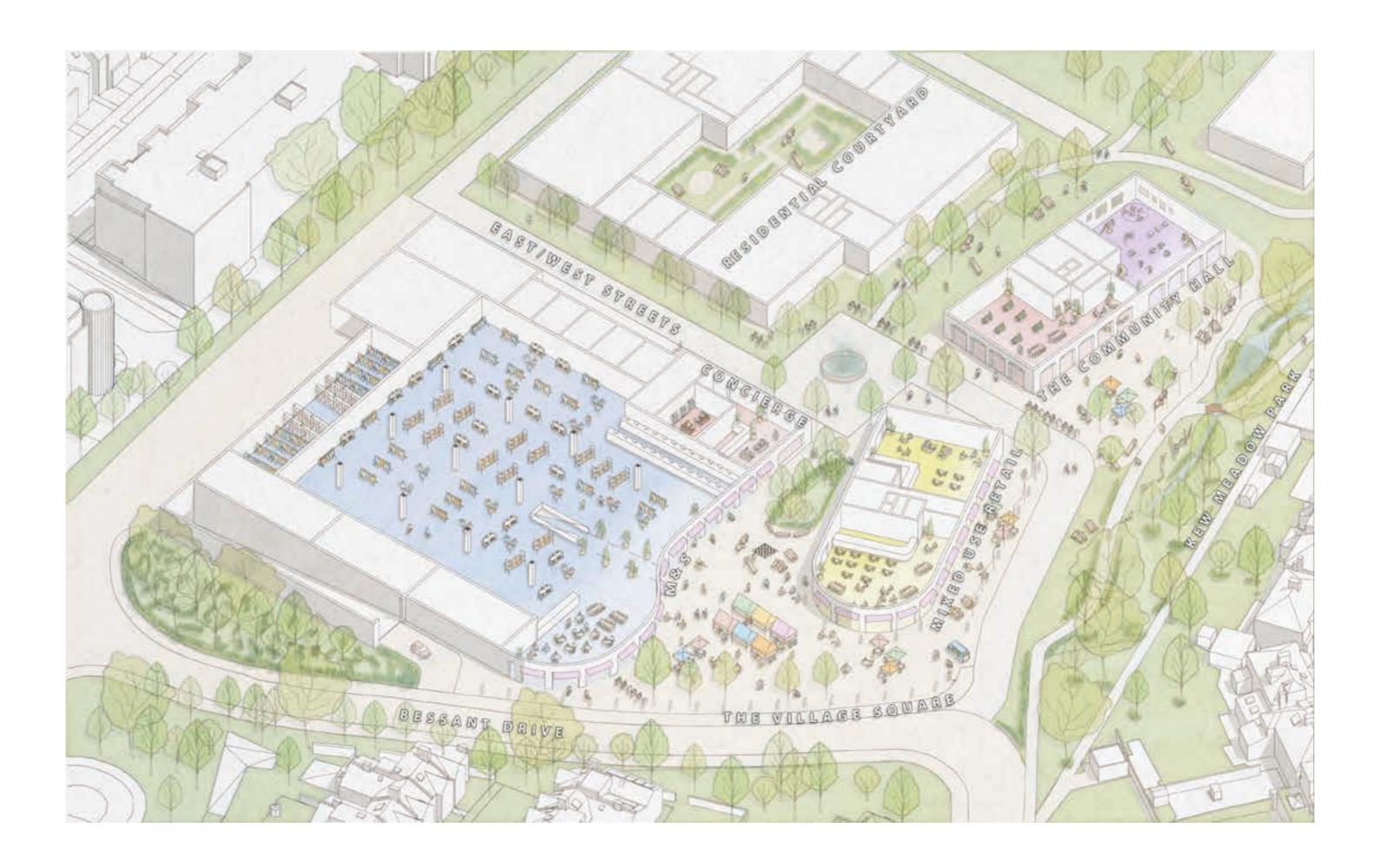
- O STRUTEGY FOR ENERGY REDUCTION & REDUCING CHRBON EMISSIONS
- · WHOLE LIFE-CYCLE CHRBON MSSESSMENT
- · CIRCULHR ECONOMY STATEMENT
- · MONITORING & REPORTING POST-CONSTRUCTION ENERGY PERFORMANCE.





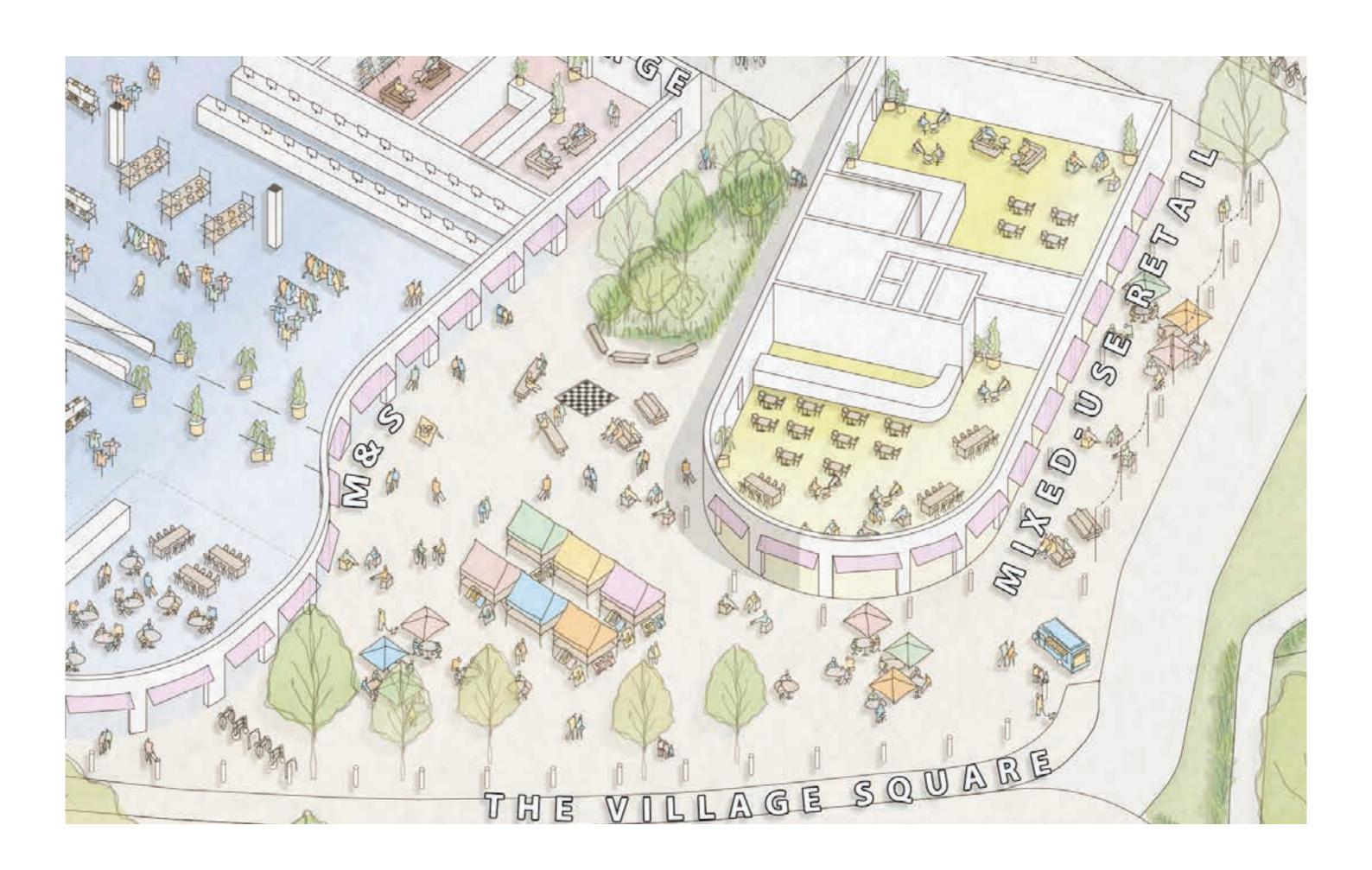
An Active Ground Level





An Active Ground Level





jtp

Village Square



Kew Meadow Gardens





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The Working Gardens

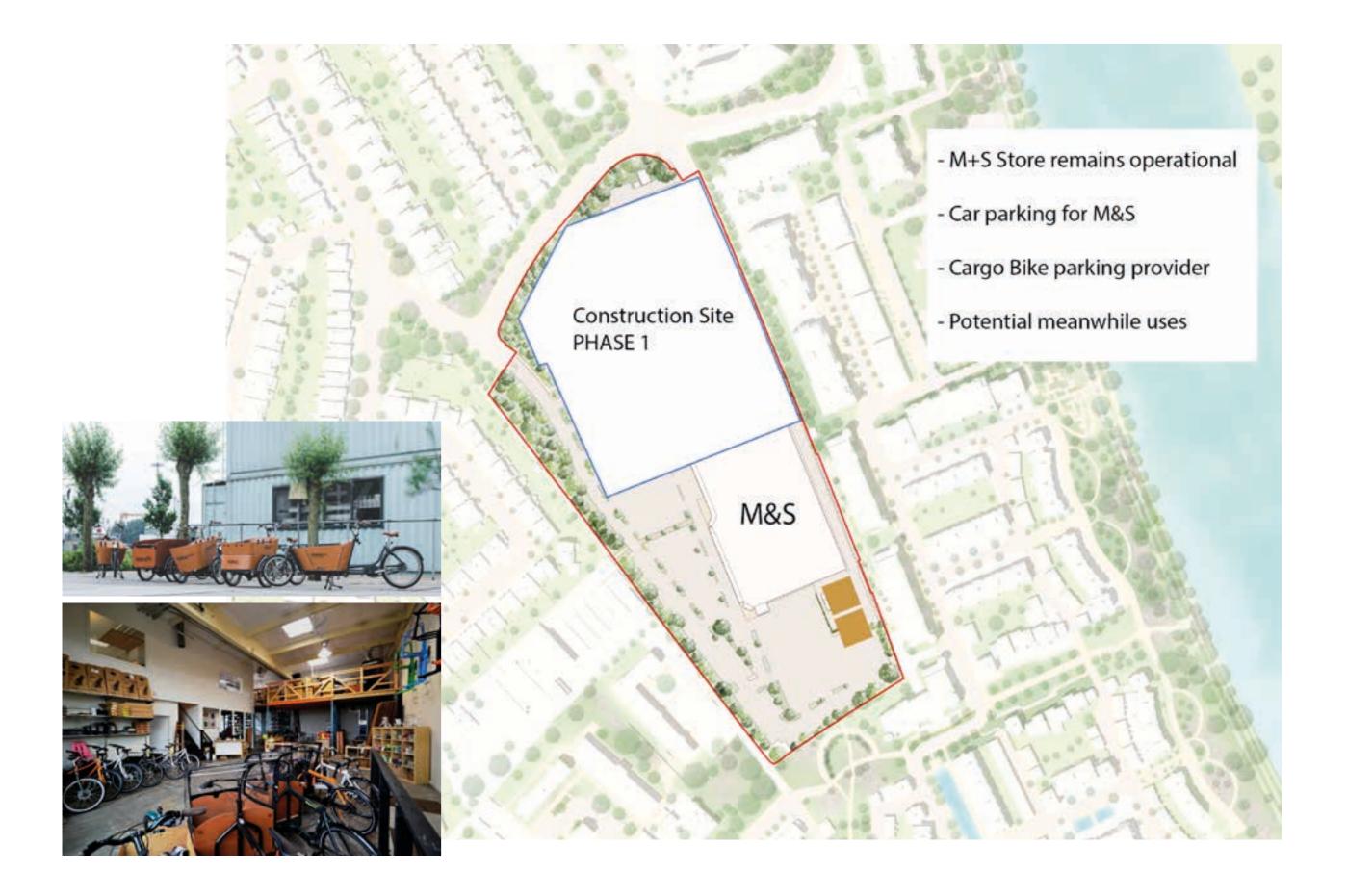




Existing Site



Phase One



Phase Two & Three

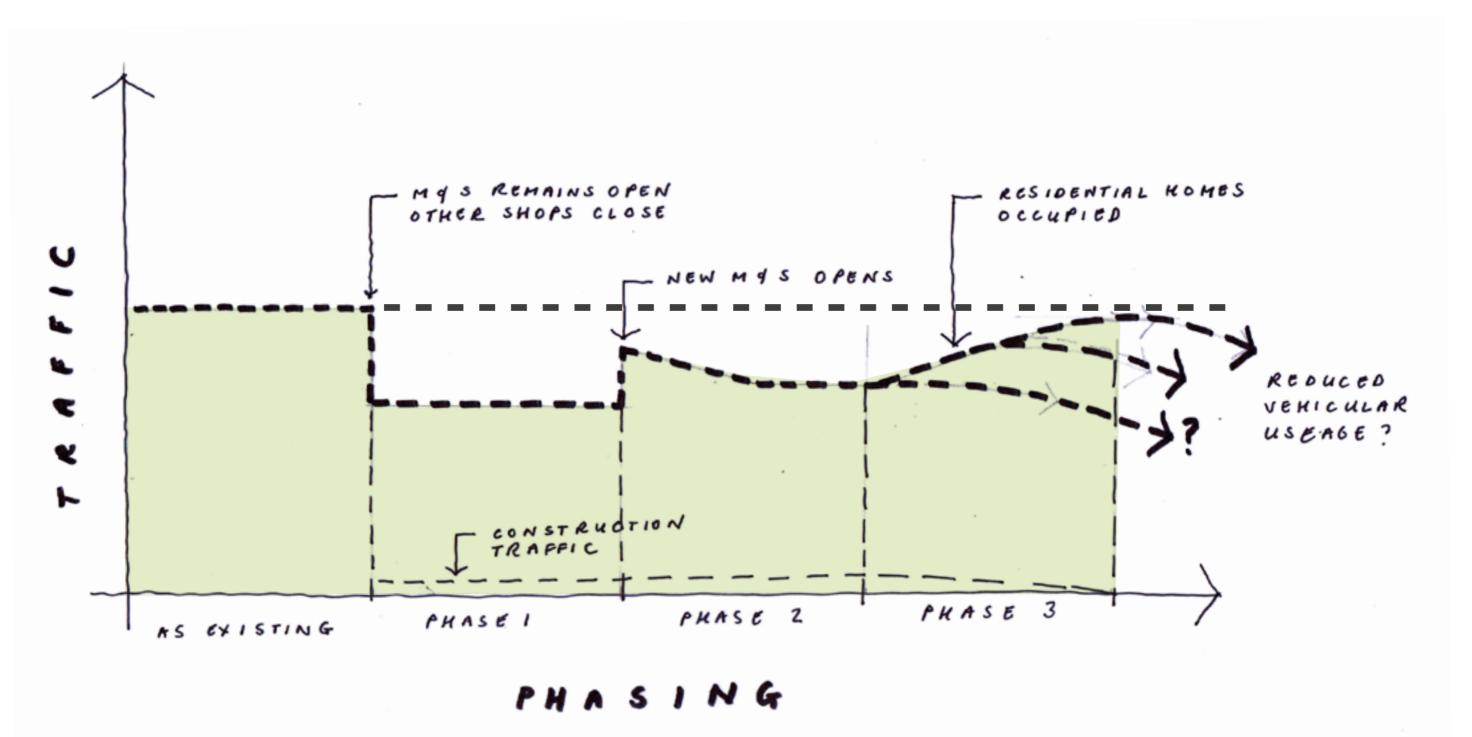


Completed Site



Expected Traffic Through the Phasing

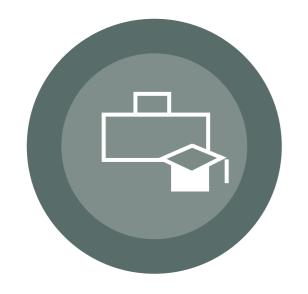




NOTE: Technical assessment and testing to be undertaken to confirm initial understanding

jtp

Giving Something Back



New jobs & apprenticeships



New Homes



35% Affordable Accommodation



New publicly accessible Green Open Space



Biodiversity
Net Gain &
active woodland
management



1.9 hectares public realm



CIL Contribution circa. £26m



Community provision

Next steps



Report back - 5th of July

Continue engagement with local schools - Summer 2022

Community working group e.g. community space - Summer 2022

Presentation to Kew Society - September 2022 date TBC

Community walk-about - 6.15pm, Thursday 15 September 2022

Community update event - Late 2022 date TBC

Continuing engagement and events - Summer 2022 - Summer 2023 TBC

Planning submission - Summer 2023

Target on site - Late 2024





