

# 5.0 RESPONSE TO CONTEXT & CONCLUSION



## 5.1 RESPONSE TO CONTEXT

- 5.1.1 It is important at this stage to reconsider the summary bullet points associated with the assessment of the site context and explain how these have been dealt with through the plans for the proposed development. To recap, these points are as follows:
- An opportunity to redevelop a key gateway site and improve linkages with the rest of the town centre
  - Poor quality public transport interchange facilities that are in need of improvement
  - A highly accessible site by public transport, with a PTAL rating of 5
  - A site allocated by the Council for high density development
  - A town centre site that is suitable for accommodating taller buildings
  - There are sensitive local and regional views of the site which will need careful consideration
  - The River Crane is currently inaccessible, but has some nature conservation interest
  - The quality of the public realm across the site is generally of a poor quality
  - The frontage of the station to London Road is at present poor and is not representative of its town centre location
  - Compliance with relevant planning policies must be achieved through development on the site
- 5.1.2 These issues are now considered in turn:
- An opportunity to redevelop a key gateway site and improve linkages with the rest of the town centre*
- 5.1.3 The proposals will provide a high quality development of the site. Key to the development proposals is the provision of a landmark building constructed above a new station ticket hall that respects the town centre location of the site, and assists in creating a new identity for the site and Twickenham as a whole. The redevelopment of the site will also serve as a high quality gateway for visitors to Twickenham Stadium.
- Poor quality public transport interchange facilities that are in need of improvement*
- 5.1.4 The station platform buildings will all be refurbished as part of the proposed development. In addition, an increased number of secure, covered cycle parking spaces will be provided, with a simple route from the cycle park to station ticket hall provided. This will also act as a convenient route that links the ticket hall directly with a taxi rank and kiss and ride area. Overall, there will be considerable improvements to the public transport interchange.



*A highly accessible site by public transport, with a PTAL rating of 5*

5.1.5 The site exhibits a high level of accessibility by public transport. The proposed development utilises this situation through a density that is representative of the accessibility of the site. The proposed density of the development also conforms to that permitted under the London Plan.

*A site allocated by the Council for high density development*

5.1.6 The town centre site has been allocated for development by the Council with the UDP and core strategy for a number of years. The proposed land uses (station interchange, residential and retail) are compatible with its location and suitable for town centres and with adopted UDP Policy T17.

*A town centre site that is suitable for accommodating taller buildings*

5.1.7 Considerable attention has been paid to the height of the proposed blocks. Whilst the Council consider the site is suitable for taller buildings, careful consideration has been given to the location of blocks with regard to the surrounding nature of the built environment. The tallest elements of the development are located adjacent to Regal House in order to provide a continuity to the streetscene that is representative of surrounding buildings and reflect the gateway location of the site. The height of the buildings then steps down to respect the residential areas to the north.

*There are sensitive local and regional views of the site which will need careful consideration*

5.1.8 The Visual Impact Assessment submitted to support the application concludes that the proposed development will not significantly impact on local and long distance views. Careful consideration has been given to the placing of buildings so that they provide a landmark development that remains sensitive to the surrounding built environment.

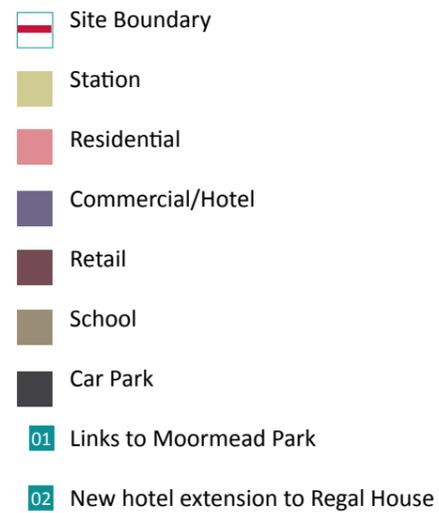
*The River Crane is currently inaccessible, but has some nature conservation interest*

5.1.9 The River Crane will be opened up, with a pathway provided along its length (within the boundary of the site). The nature conservation designation of the River will be protected through the development. The pathway will extend to Moormead Park and will assist in developing a strategic riverside walk and accord with local aspirations for the provision of this.

*The quality of the public realm across the site is generally of a poor quality*

5.1.10 The quality of the public realm will be dramatically improved. The station ticket hall will be relocated and enhanced, whilst a coherent landscaping strategy will link the site to the town centre, whilst also respecting neighbouring residential areas. The introduction of a new public square and riverside walk will assist in defining space and respect the gateway location of the site.

**Figure 5.1**  
Ground floor land uses



Before



After

**Figure 5.2**  
Building Heights



Before



After

*The frontage of the station to London Road is at present poor and is not representative of its town centre location*

5.1.11 A new retail frontage will be provided on London Road which will support the town centre and not compete with it. This will encourage pedestrian activity along London Road and link shopping facilities at the Whitton Road/London Road junction with the remainder of the town centre.

*Compliance with relevant planning policies must be achieved through development on the site*

5.1.12 The proposed development will conform to Lifetime Homes design criteria and other relevant planning policies.

**RESPONSE TO CONSULTATION**

5.1.13 In light of the consultation responses that were received from members of the public, and also from statutory bodies and the Council, a number of changes have been made to the scheme that is presented in Chapter 4 of this Statement. These responses are summarised below:

- The removal of single aspect, north facing residential apartments from the development. All apartments with a north facing aspect will be dual aspect.
- An increase in the number of cycle parking spaces for station users from 80 to 250, together with the provision of secure cycle parking for residents.
- The entire development will be accessible to disabled users, with step free access provided to all public areas. 10% of apartments will also be wheelchair accessible.
- The majority of residential units within the proposal comply with the Housing Design Standards published by the GLA and Lifetime Home Standards.
- A new pedestrian walkway will be provided that links the site with Moormead Park
- The increased prominence of the station entrance through the redesigning of the Station Plaza which is reinforced through signage and lighting.
- The change in appearance to Block C, to a much more traditional elevational treatment facing the River Crane.

5.1.14 Following additional consultation relating to the 2010 planning application, the height of the proposal has been amended to a maximum of 7 storeys (from a previous maximum of 8 storeys), with other alterations to the stepped nature of the buildings in order to further reduce the scale and massing of the proposal. These changes are illustrated on the ‘before and after’ images in figures 5.3-5.6.



**Figure 5.3**  
The station plaza - before and after



**Figure 5.4**  
The station entrance - before and after



5.2 CONCLUSION

PLANNING POLICY

5.2.1 The design of the building has been developed with relevant policy in mind, and the accompanying Planning Statement should be referred to for a full assessment of planning policy. In summary, the proposal:

- Accords with the broad land use objectives contained within UDP Policy T17
- The proposed development will improve the built environment and assist in developing a high profile town centre site that requires significant improvement. It is therefore considered to conform to Policy BLT11

CONSULTATION

5.2.2 The significant level of consultation that has been undertaken on the proposal with members of the public, the Local Planning Authority, CABE, the GLA and other relevant bodies (including Members) has led to significant amendments to the design of the scheme, in terms of land use, building height and appearance.

5.2.3 It is considered that the proposed scheme represents a solution for the development of the site that has been worked up and agreed with relevant bodies as much as possible.

DESIGN AND ACCESS

5.2.4 In conclusion, it is considered that the proposal represents a significant development opportunity for Twickenham which has the following design attributes:

- Substantial improvements to the station facility including the provision of a new ticket office and concourse and step free access for all to the station platforms.
- Improvements to the station platform buildings and creation of a significantly improved public transport interchange.
- The development of a landmark building which marks the entrance to the town centre.
- The use of high quality materials throughout the development, which have been carefully considered in relation to the surrounding built environment.
- A proposed scale and massing of the building to be more reflective of surrounding building typologies.
- The provision of additional cycle parking spaces.
- Significant improvements to the public realm, including the creation of a new public plaza and riverside walk.



Figure 5.5 The development seen from London Road, with the River Crane to the left



Figure 5.6 The development seen from London Road

**CONCLUSION**

5.2.5 To conclude, it is considered that the proposal will provide a high quality addition to the built environment of the town centre of Twickenham. It will provide the redevelopment of an under-utilised site in a particularly poor state and act as a landmark building for the town. In addition, the public transport improvements will provide significant benefits for station users, local residents and attendees at events at Twickenham Stadium alike.

