



1



2



3

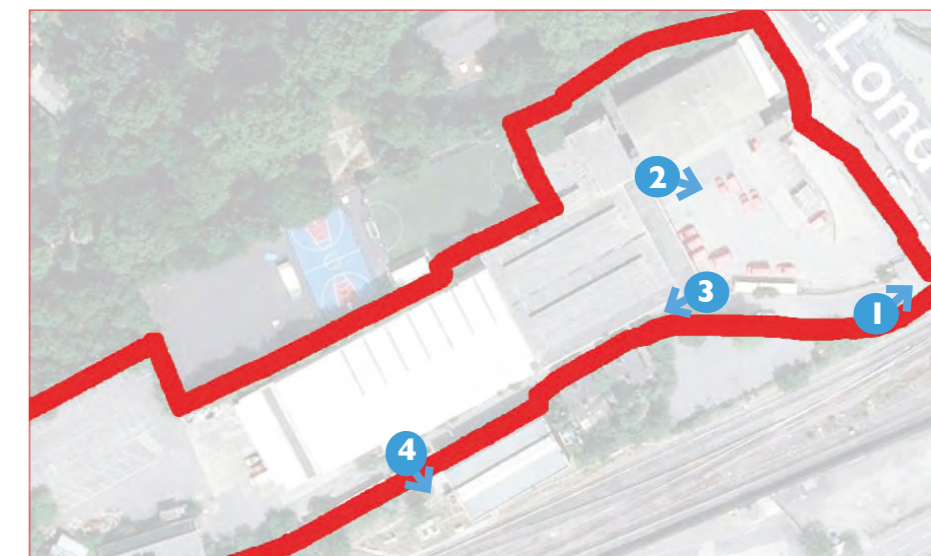


4

### Site Photographs - Inside Looking Out

The Site is largely flat in nature, but has a lower ground level to London Road. From within the Site, views to the east are dominated by the presence of the London Road railway bridge with Bridge House and Regal House; views south are interspersed between the railway cottages and existing substation building but look across the railway lines towards the Georgian townhouses along Station Road; views west look towards the MOL and playing fields beyond, and views north are obscured beyond the trees lining the meandering path of the River Crane and grounds of Heatham House. The River Crane itself is currently hidden by the presence of a large boundary wall along its southern bank.

### KEY





# Context

## Site Context

### Site Photographs - Within Site

Within the eastern part of the Site there are no buildings or structures of any townscape merit considered worthy of retention. The adjacent railway cottages on Brewery Lane are simple in form and offer a historical reference to a time when the Rail Station was located adjacent to the Site. There are no trees within the main areas of the Site and those of any significance sit outside the Site's boundaries to the north and west.



1



2



3



4



5



6



7



8

### KEY



9



10



11



12



13



14



15





1



2



3



4



5



6

### Views towards the Site

Wider views of the Site are apparent from the south: from the bridge on London Road towards the front of the Site, from Station Yard and the area in front of The Albany public house on the southern side of the railway line. The southern edge of the Site can be viewed all along Station Road.

From the west there are partial views of the rear of the Site from the playing fields off Craneford Way and from the pedestrian bridge crossing the railway adjacent to Marsh Farm Road.

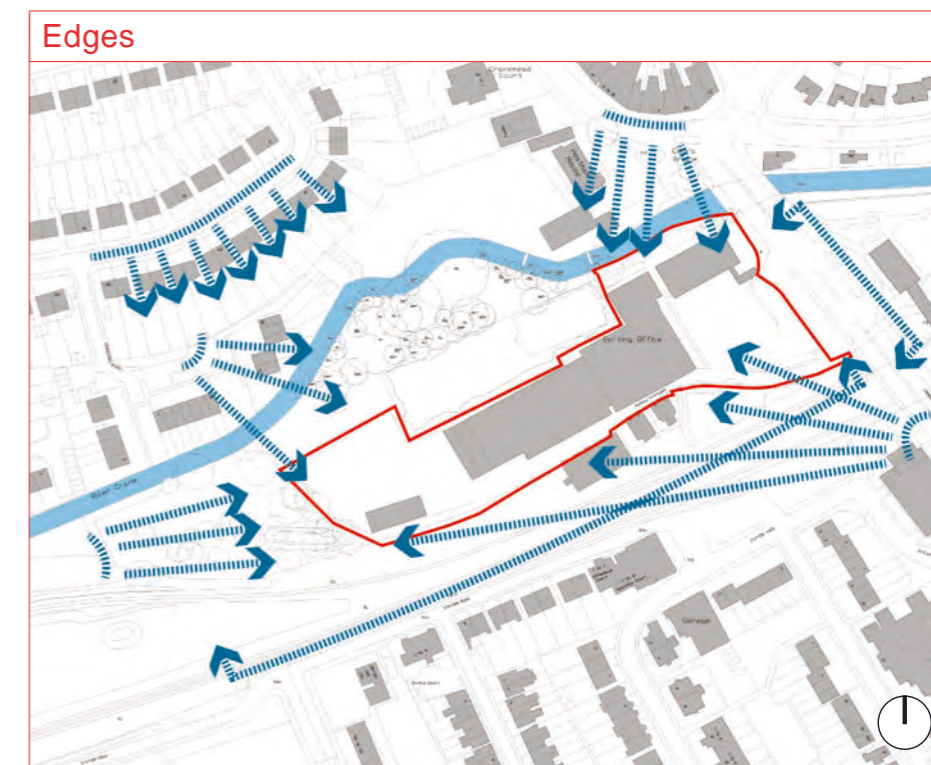
Views of the Site from the north are more limited with glimpses of the Site available from Craneford Way and Craneford Close.

The north-east corner of the Site gains prominent views from the junction of Whitton Road and London Road. This edge of the Site requires a sensitive approach to complement Heatham House.

### Site Photographs - London Road

Wider views of the Site are available from parts of London Road. In particular the open nature of the railway to the south allows clearer views from the elevated section of the London Road (bridge level).

The junction of Whitton Road and London Road allows a first view of the Site when approaching from the north to Twickenham; poor quality and unattractive views over the Site illustrate a lack of space definition and relationship with the boundaries and surrounding built form.





# Context

## Site Context

Figure Ground

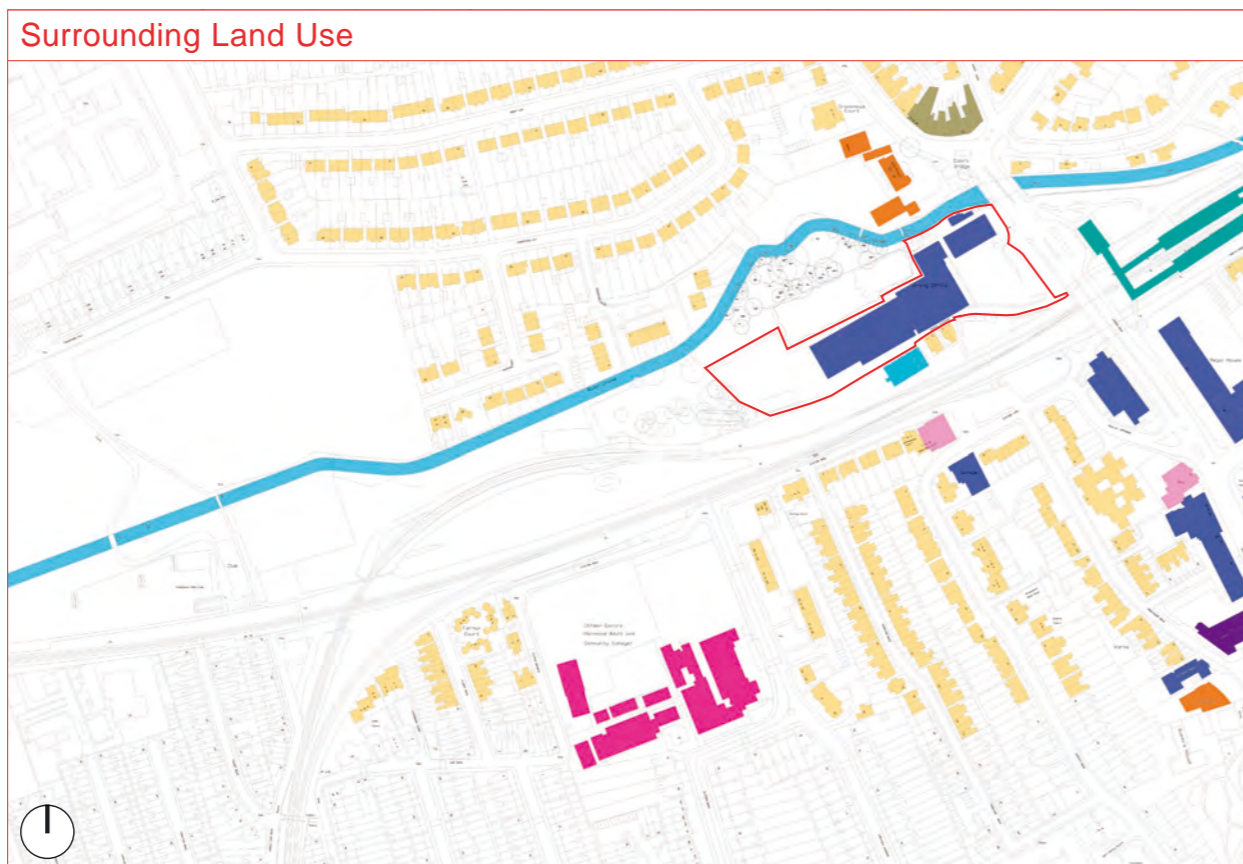


### Urban Grain

The grain surrounding the Site is mainly characterised by semi-detached and terraced housing, late nineteenth century to the south and early twentieth century to the north, establishing a relatively regular pattern. Despite this general regularity, differences can be seen between the building pattern to the north and the south. To the north of the Site, the dwellings are mainly larger semi-detached properties and generally a more regular shape and alignment than the mix of terraced and semi-detached house types to the south of the Site. These buildings tend to follow the curve of the road rather than being strictly linear. Within this housing pattern exist larger footprint buildings with a variety of roles other than housing. These include the Site, Richmond Adult & Community College and Richmond Upon Thames College.

London Road sees a marked contrast between the larger buildings (both in footprint and storeys) near the Rail Station, including the Travelodge and Regal House and the smaller mix of terraced units with mixed uses towards King Street.

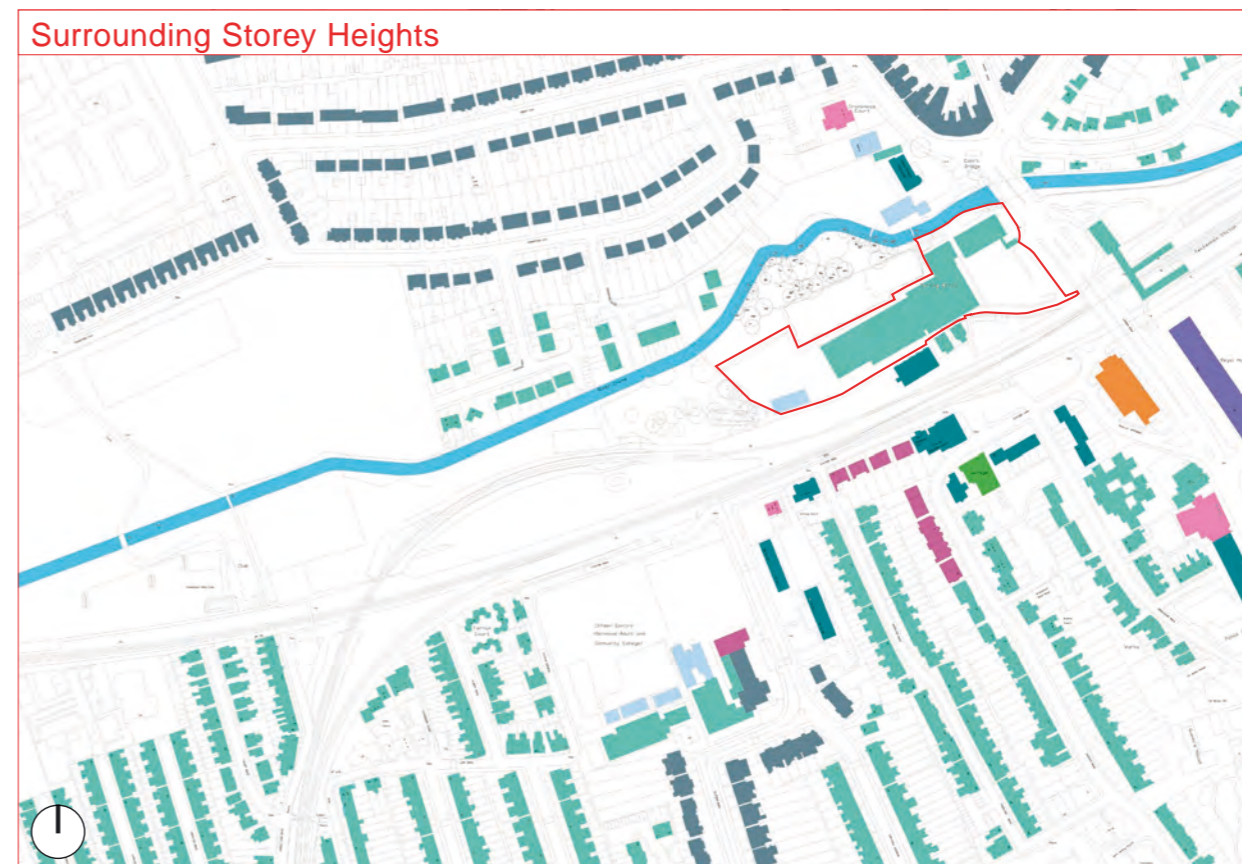




Surrounding Land Use

- London Road
- Twickenham Rail Station
- Railway Line
- Metropolitan Open Land
- Bridge House Offices
- Richmond Adult & Community College
- Heatham House Youth Facility
- Houses on Craneford Close
- House on Station Road
- The Albany Public House

- Pub
- Retail
- Education
- Train Station
- Police Station
- Community
- Substation
- Employment
- Residential



Storey Heights

Beyond the immediate surroundings of the Site, the building type is predominantly residential. There are a variety of roof forms in the area with examples of simple pitched roofs, hipped roofs and mansard roofs. Additionally, gable details and parapet walls are largely in evidence in the area.

The Site currently consists of a collection of 2-3 storey commercial buildings. However, in comparison with other buildings in the area it has a much larger footprint with a double height commercial floorspace. The roof generally consists of a relatively shallow pitch, however the central building has a tiered roof with pitched roof lights in the centre.

London Road is defined by buildings of between 5-10 storeys (e.g. Bridge House, Regal House and the Travelodge building). Building heights then step down towards Twickenham town centre and King Street where the majority of buildings are 3-3.5 storeys.

- 7-10 Storeys
- 5 Storeys
- 4 Storeys
- 3.5 Storeys
- 3 Storeys
- 2.5 Storeys
- 2 Storeys
- 1.5 Storeys
- 1 Storey

# Context

## Site Context

### Site Constraints

#### Noise & Air Quality

The railway directly to the south and London Road to the east means that noise levels and air quality of the Site must be addressed.

#### Heatham House

Heatham House is a Grade II listed building to the north of the Site and is currently used as a Youth Centre. The building is shielded from the Site by a group of mature trees. Heatham House has ownership over the sports pitches adjacent to the Site which generates additional noise.

#### Surrounding Residential Development

Most of the residential development is set back from the Site by some distance. However, care will have to be taken to ensure overlooking is restricted and privacy is retained for neighbouring properties.

#### Site Levels / Topography

The majority of the Site is level, however there is a drop between the bridge at London Road and Site level of approximately 2-4m.

#### Existing Mature Trees

Existing mature trees can be seen as an advantage, providing a buffer between the residential development and Heatham House to the north. Protection of the trees needs to be considered during construction.

#### Flood Risk

The area surrounding the River Crane has been identified as lying within Flood Risk Zone 1 i.e. risk of flooding is less than 1 in 1,000 years.

#### Right of Way / Easements

A range of existing utilities lie within the Site which have easements and maintenance access. Additionally, the railway cottages and substation to the south of the Site are served by a legal right of way which runs along Brewery Lane.

### Site Opportunities

#### High Quality Design

This Site forms part of the gateway into Twickenham. The aim is to deliver a high quality mixed use development benchmark scheme.

#### Frontage to London Road

The Site's location on London Road allows the possibility to provide an active frontage facing London Road which compliments the Rail Station opposite and provides a focus for pedestrians arriving to Twickenham.

#### Links to Open Space

The delivery of the Site will allow new access to the adjoining LBRuT land and beyond.

#### River Crane

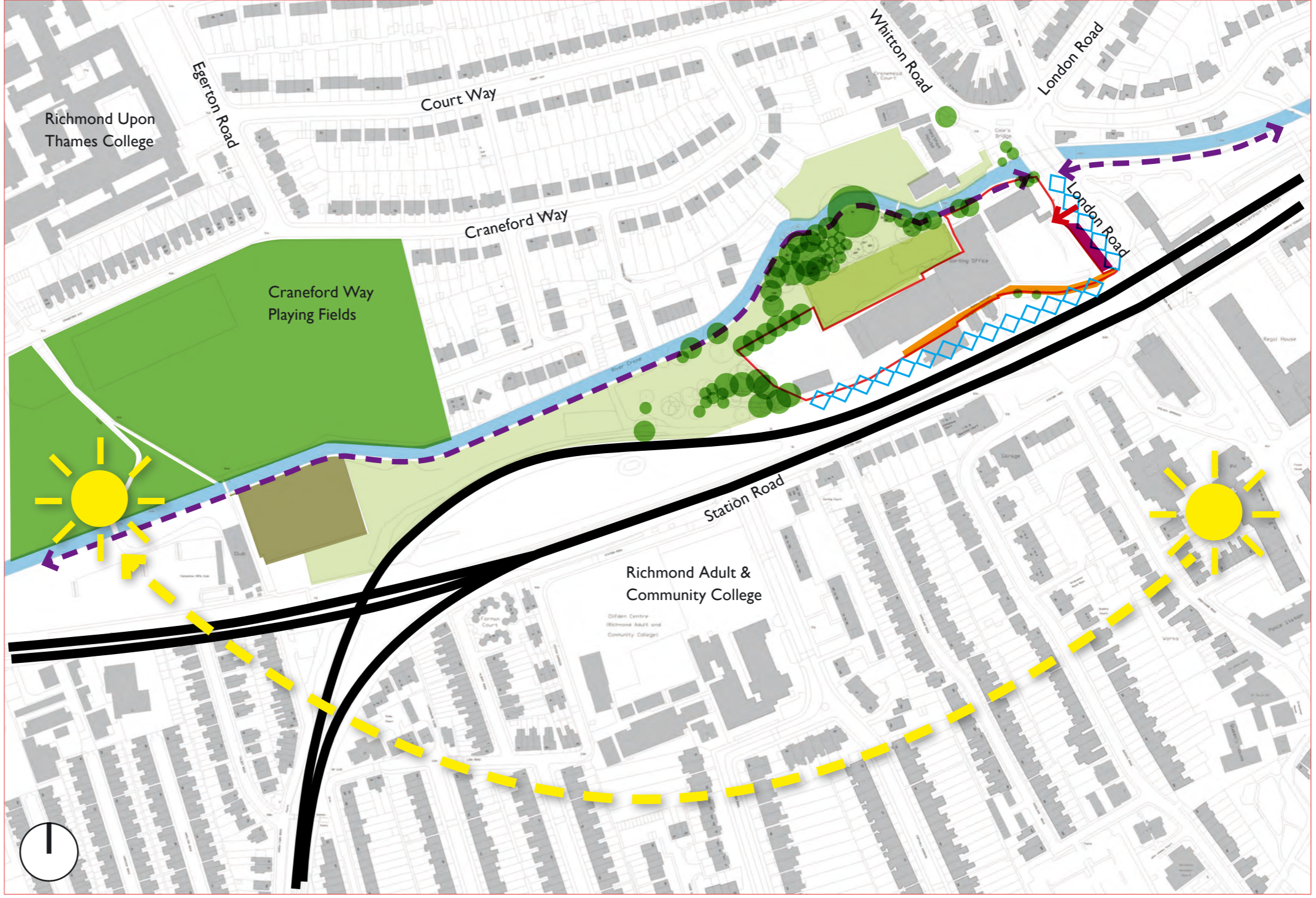
The River Crane, a tributary of the Thames, runs alongside the Site. The development can provide a significant enhancement of the environment to the river where it meets the London Road.



### River Crane & Associated Open Space



### Constraints & Opportunities



- Key
- Site boundary
  - Playing fields
  - Metropolitan Open Land
  - Heatham House sports pitches
  - Trees
  - Railway track
  - Allotment
  - River Crane walk
  - Site access point
  - Network Rail land
  - Right of way to substation and railway cottages
  - Noise Impact from traffic & railway
  - Sun path



# Context

## Planning Context

### Development Plan

The current Development Plan for the Site comprises;

- London Plan 2011
- LBRuT Core Strategy (adopted April 2009)
- LBRuT Unitary Development Plan (adopted March 2005)- saved policies (March 2008)
- LBRuT Development Management Plan DPD (adopted November 2011)
- LBRuT Design Quality SPD (adopted February 2006)

### Development Management Plan

The London Plan was adopted in July 2011. It provides the spatial strategy and policy context to guide development in London. It sets out a wide range of policies relevant to this application including those relating to housing, economic development, design and energy.

The Site is identified within the Core Strategy (CS) Key Diagram as a "site for potential for change" and the Development Management Plan (DMP) adopted in November 2011, includes it within the Twickenham town centre boundary. Both the Core Strategy and the Development Management Plan support new development within Twickenham town centre which contribute to a suitable mix of uses. Acceptable uses include retail, business, leisure, tourism, community, health and residential.

The Development Management Plan states that taller buildings are inappropriate in all areas of the Borough, excluding the identified areas within Twickenham and Richmond. This includes the Former Royal Mail Sorting Office Site.

It states that buildings could potentially be 4/5 storeys at the highest point. However, this should step down to 3 storeys to the west of the Site and 2/3 storeys towards Heatham House, 'whose setting should be preserved and enhanced.'

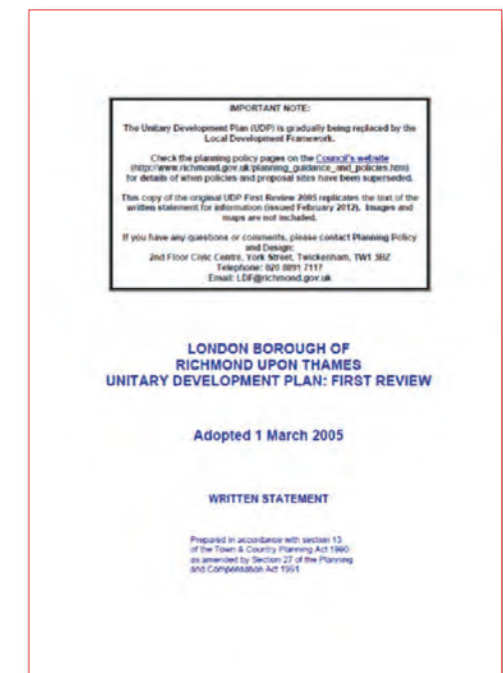
The policy advises that any buildings proposed for the Site which are taller than 4/5 storeys will only be permitted 'subject to a full design justification based on a comprehensive townscape appraisal' and if the public benefits of the scheme are supported by a significant amount of the local community.



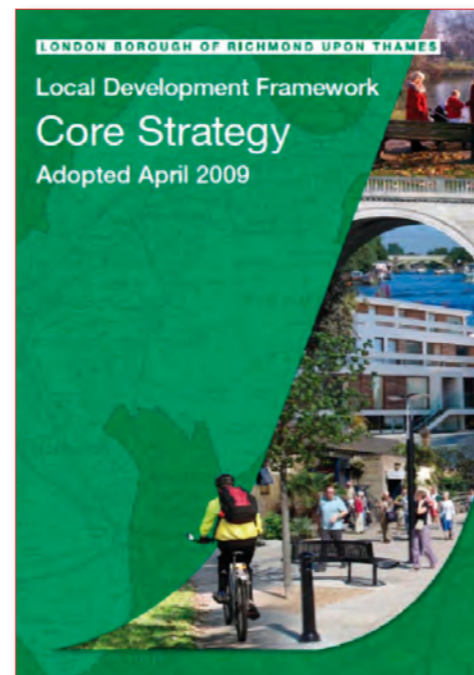
National Planning Policy Framework



London Plan 2011



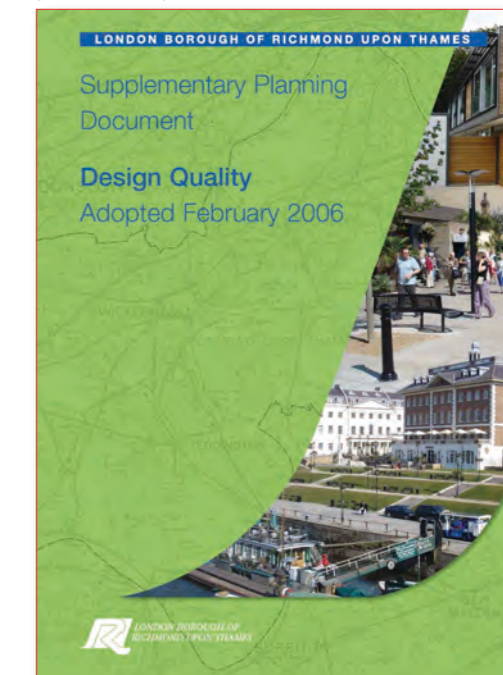
LBRuT Unitary Development Plan (adopted March 2005) – Saved Policies (March '08)



LBRuT Core Strategy (adopted April 2009)



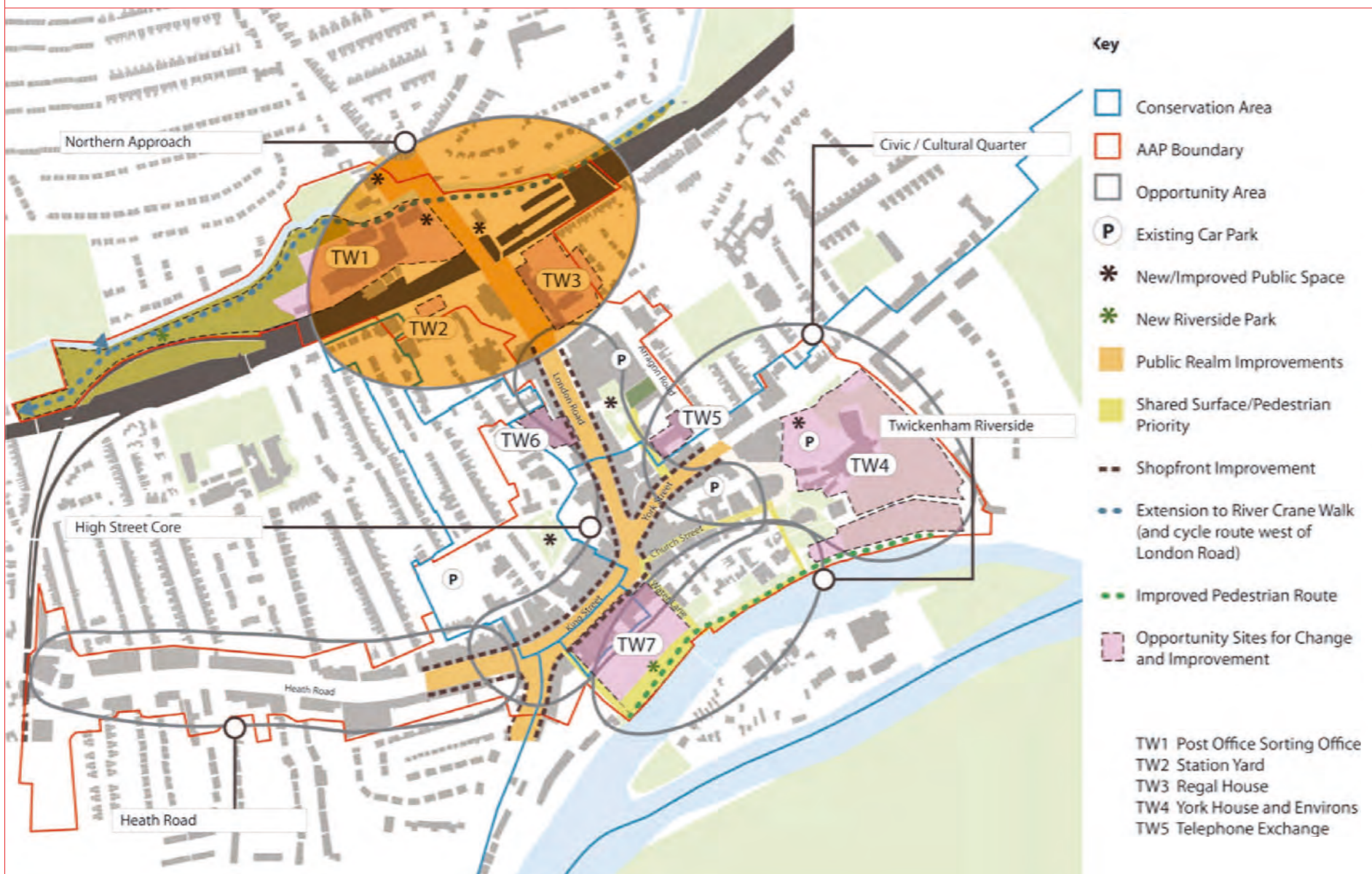
LBRuT Development Management Plan DPD (adopted November 2011)



LBRuT Design Quality SPD (adopted February 2006)



### Town Centre Area Action Plan



### Emerging Town Centre Area Action Plan (AAP) - July 2012

The Twickenham Town Centre Area Action Plan shows LBRuT's overall strategy to guide development and improvement up to the year 2027. The plan highlights key sites and areas where development and change could contribute to the overall improvement of Twickenham town centre with the implementation of high quality buildings and public spaces. The plan designates the Site as within the town centre.

#### Northern Approach General Principles

The area referred to as the 'Northern Approach' comprises of Heatham House and its grounds, Station Yard (car & bus parking), Twickenham Rail Station, Regal House and the Site. The general principles for this area are to provide a welcoming entrance to the town with a series of well designed public spaces fronting the Rail Station and London Road.

#### Former Royal Mail Sorting Office Site

The key objectives outlined for the Site (TW1) in the AAP are as follows:

- Achieve the comprehensive approach to the area;
- Provide a mix of uses including employment, residential, leisure (possibly a cinema), a substantial level of community use
- Retention of space for sports/ outdoor activities, retain and use the link under London Road bridge
- Ensure that the riverside walk and improved related open spaces maximises amenity and nature conservation value
- Maintain a similar amount of land for outdoor sports and activities
- The creation of a piazza in front of the Rail Station and the Site which opens up views to Heatham House and provides an attractive urban gathering space, at the entrance to the riverside walk
- Achieve high quality traditional design which generally reflects the traditional character of Twickenham.



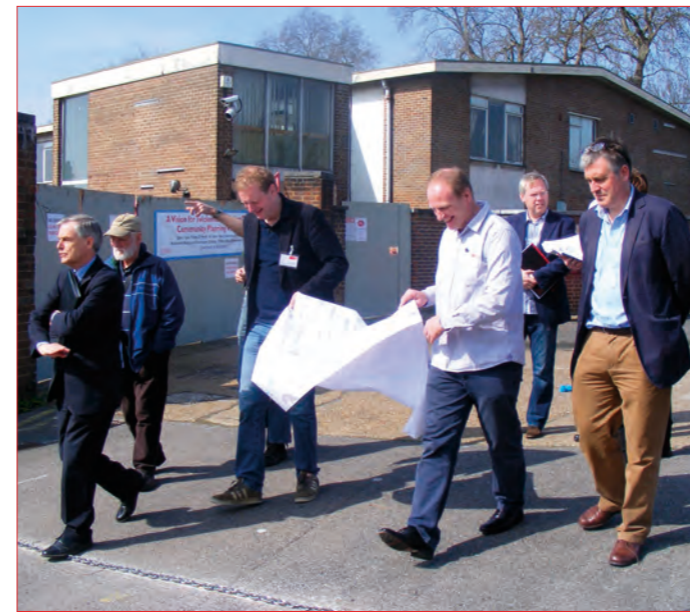




# 3. Design Response

Community Involvement	37
Design Objectives - London Road	38
Design Objectives - The Site	39
Masterplan	40
Height, Scale & Massing	42
Aerial	44
Views & Vistas	45
Re-stitching the Urban Fabric	48
Frontage & Structure	49
Movement & Circulation	50
Dwelling Mix	51
Uses & Placemaking	52
Character Areas	53
Character Area - Mixed Use Quarter	54
Character Area - Housing Quarter	58
Character Area - Community Building	62
Materials	68
Landscape - Masterplan	70
Landscape - Mixed Use Quarter	71
Landscape - Housing Quarter	72
Landscape - Trees	73
Landscape - Play	74
Landscape - Boundary Treatments	75







### Overview

Various activities over a six month period were undertaken to ensure that the local community was fully and closely involved in planning the future of the Site. This front-loaded community-led approach was organised by John Thompson & Partners. The 'Collaborative Placemaking' process aimed to reveal the real needs of the community around the Site, empower stakeholders, create goodwill and build consensus towards a common vision for the future of the Site.

### Engaging Stakeholders

An extensive stakeholder database was established which included: community groups, special interest and residents' groups, local schools and churches, local councillors and politicians.

Invitation letters were sent to key stakeholders to invite them to the Community Planning Weekend. To advertise the event to the wider public, copies of the invitation flyer were distributed to around 2000 households and local businesses around the Site. The event was also publicised in a number of local newspapers including the Richmond & Twickenham Times.

### Animation

Prior to running the Community Planning Weekend, a series of animation events and discussions took place with a number of key local stakeholders (Age UK, Friends of the River Crane Environment (FORCE), and various youth groups at Heatham House) to understand their hopes and aspirations for the Site, as well as the local town centre. At the time, the LBRuT were running a consultation regarding the future of Heatham House whereby it was proposing to relocate Heatham House and its uses to a new purpose built community facility, located on the Site.

### Community Planning Weekend

Nearly 100 people attended the Community Planning Weekend on Friday 23 and Saturday 24 March 2012 at the Richmond Adult & Community College, Twickenham. Participants included local residents, representatives from The Twickenham Society, FORCE, Richmond Environment Trust, Twickenham Residents Action Group, and local councillors. The aim of the event was to bring together everyone with an interest in the Site and the surrounding neighbourhood to produce a practical vision for its future. Over the two days, 'Hands on Planning' workshops, walkabouts around the Site and local area and wider discussions about Twickenham took place.

### Report Back

Following the Community Planning Weekend, St James and the project team, led by John Thompson & Partners, analysed and summarised the outcomes and developed an illustrated vision and indicative masterplan which was reported back to the local community on Wednesday 25 April 2012 at Richmond Adult & Community College. Around 40 people from the local community attended the session.

John Thompson took people through the background of the Site, the community engagement process and finally the emerging proposals for the Site. In addition to the presentation, attendees were able to look at a 3-D model of the Site and also explore a small exhibition. Following the presentation, members of the development and project team were on-hand to answer further questions. Following the event, a broadsheet summarising the outcomes of the Community Planning Weekend was distributed to the wider community.

Following the report back, in response to the community desire to continue to participate and engage in the design process, two forums were held, one in May and one in July, to continue to provide the opportunity for the community to engage with the project team in the development of the Site's proposals.

### Community Forum

Prior to the first forum, it was announced that Heatham House would remain in its current location. The May forum was the first opportunity to share with the public the layout and design for the Community Building located on the eastern edge of the Site, facing London Road.

### Public Exhibition

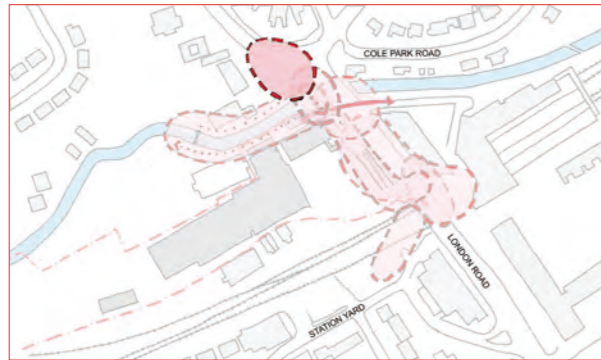
A public post-submission exhibition sharing the final submitted plans to the LBRuT will go on display in December 2012.



# Design Response

## Design Objectives - London Road

A theme that arose from the Community Planning Weekend in March was for more 'joined up thinking'; a set of objectives for various points along London Road.



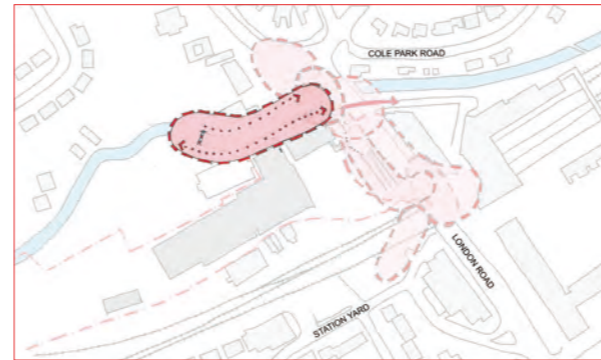
### 1. Heatham House Frontage

- Widening of footways to improve pedestrian flows
- Creating a new public space opening up public access to the River Crane



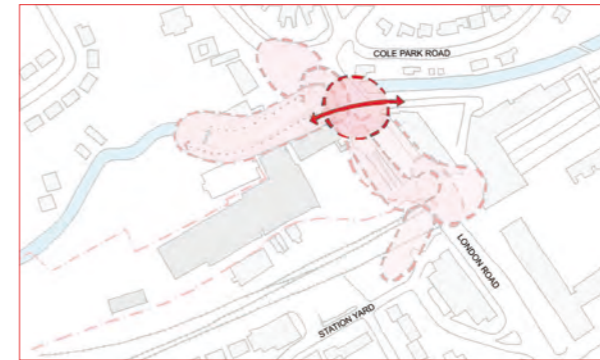
### 2. River Crane Footbridge

- New pedestrian footbridge over the River Crane on western side of London Road, adjacent to existing footway to improve pedestrian flows on event days



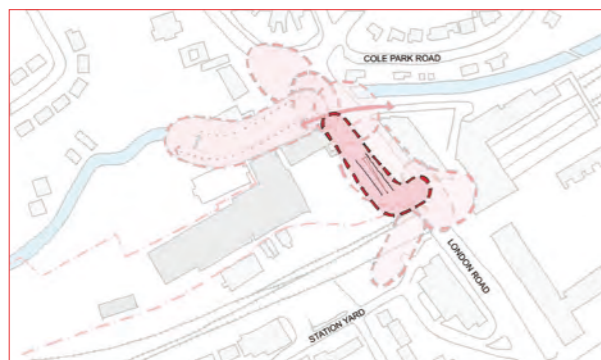
### 3. Public Access to River Crane

- Creating public access and footway to the north and south of the River Crane establishing a circular route utilising the existing bridge



### 4. East-West Link

- Improved connectivity between existing River Crane walk to the east of London Road with new River Crane walkway proposed to the west.



### 5. Use of Existing Tunnel & Ramp

- To use the existing tunnel to provide direct pedestrian access on event days from platform to the existing ramp to street level on London Road



### 6. Continuous Public Realm

- To remove highway/footway separation, street furniture and barriers to create a continuous public realm across London Road between the Rail Station and the Site.



### 7. Increased Footway Width

- To create additional footway width on the west of London Road on the railway bridge between Bridge House and the Site to improve pedestrian flows on event days



### 8. Pedestrian Link from Station Yard

- To create new pedestrian links from Station Yard to London Road and the Rail Station

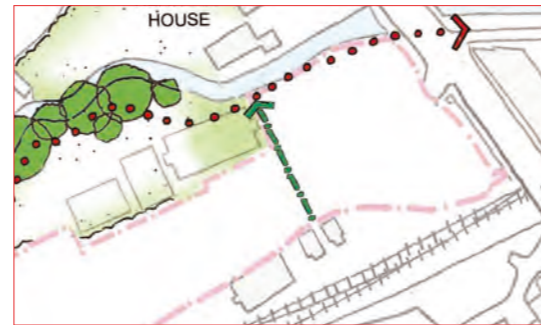


Objectives were outlined regarding aspirations within the Site itself, which could influence the emerging layout of new buildings.



### 1. Retain Sports Pitches

- Retain courts and pitches set within Metropolitan Open Land



### 2. Aspect to Railway Cottages

- Create open aspect from existing railway cottages on Brewery Lane through to River Crane



### 3. Defines Two Development Parcels

- Aspect defines two distinct development parcels from existing dwellings



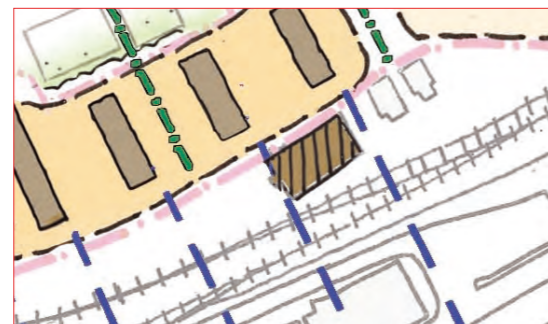
### 4. Railway Frontage

- New lower scale buildings articulated to create open frontage to address railway and Station Road continuing existing urban grain



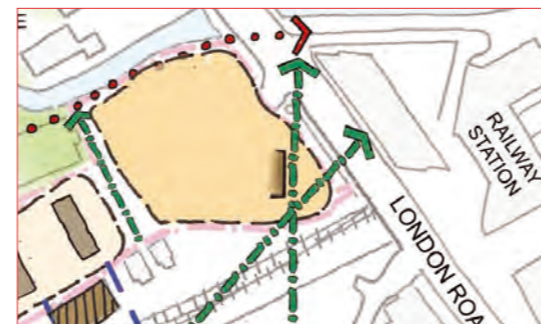
### 5. Views through to River Crane

- North-south arrangement of new dwellings establishes viewing corridors from Station Road through the Site to existing trees on River Crane



### 6. Substation

- Explore opportunity to reuse existing Network Rail substation as artist's studios and workshop spaces



### 7. Avoid Canyonisation

- Avoid canyonisation by creating a more open and set back frontage on the western side of London Road.
- Create views from Station Road towards Twickenham Rail Station

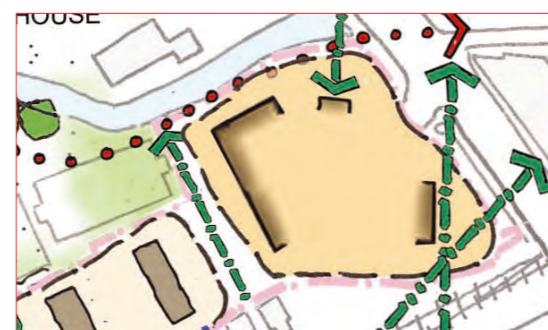


### Emerging Masterplan



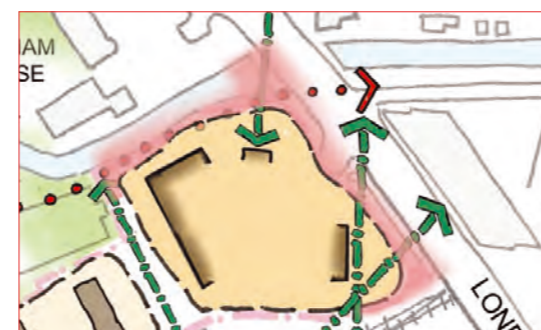
### 8. Defining Northern Approach

- Address key view from London Road and Whitton Road junction towards the Site denoting northern approach to Twickenham town centre



### 9. River Crane Frontage

- Create built frontage set back from edge of River Crane



### 10. New Public Realm

- Public realm improvements including creation of new public space on London Road and along River Crane and reserving land for possible new footbridge