

Design Response

Uses & Placemaking




Uses & Placemaking



The mixed uses have been located close to the London Road frontage at the eastern end of the Site to integrate with existing town centre facilities (and those proposed as part of the Twickenham Rail Station redevelopment) in this area. Two restaurant units have been designed to respond to and address the new public piazza at the gateway to the scheme, allowing café society to animate this space close to the river corridor. Both restaurants are adequate in size and flexible in area to be commercially viable for this use.

The Community Building sits at the confluence of views into the Site adjacent to London Road and the railway lines. It features a multi-use hall and a series of flexible spaces that are able to be utilised by a wide range of community groups and individuals for different activities. On the ground floor a cafe/bar faces south with an external deck providing further spill-out space.

The western section of the Site is more appropriately quiet in its nature, with residential properties positioned to relate to the surrounding context in this area.

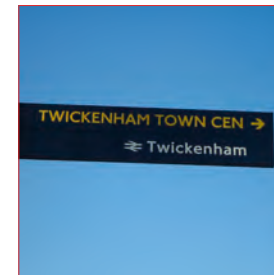
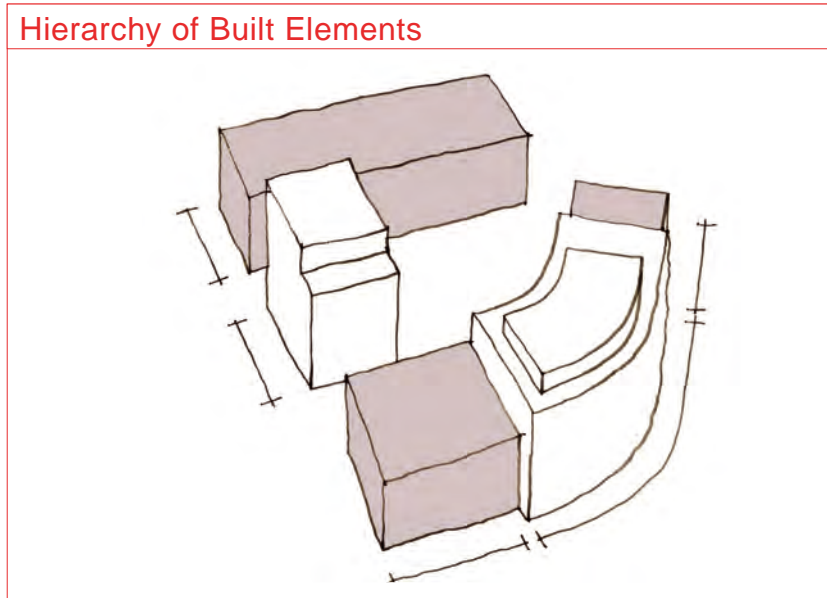
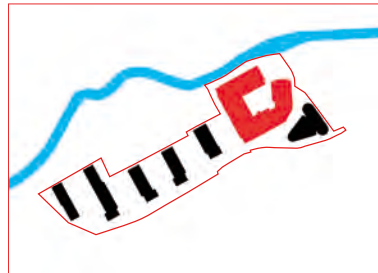
-  Residential
-  Restaurant
-  Community Building



- Housing Quarter
- Mixed Use Quarter
- Community Building

Design Response

Character Area - Mixed Use Quarter



Overview and Concept

The Mixed Use Quarter encompasses the higher density mixed use element within the Site. Apartments are located above two restaurants and a basement car park and are arranged around a central garden courtyard. The quarter, which sits on the Site's eastern edge, is located at the gateway to the Site, the public entrance.

The buildings have been designed to perform a series of roles. Firstly to define a new flexible public space at the north eastern corner of the development which responds to views from Whitton Road / London Road. Secondly to create an active frontage along the river's edge and to mark the beginning of a riverside walkway and entrance to the development. Finally to provide buildings of a scale to create a presence opposite the Rail Station and to form a relationship with and definition along London Road.

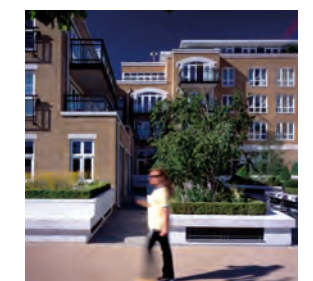
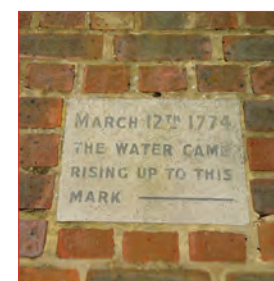


Developed as a collection of joined buildings, the design provides a high level of articulation both to its roofline through a variety of building heights, and also to its elevations through projections, recessed elements and balconies. Visual breaks are utilised to emphasise the joining of elements.

The buildings utilise the location's changing site levels with the massing stepping down further into the development.



The inclusion of a public piazza alignment with restaurant uses and an amphitheatre feature providing an improved visual link to the River Crane, ensures an active frontage facing London Road and provides a gateway to the commercial centre of Twickenham.





Aesthetic Approach

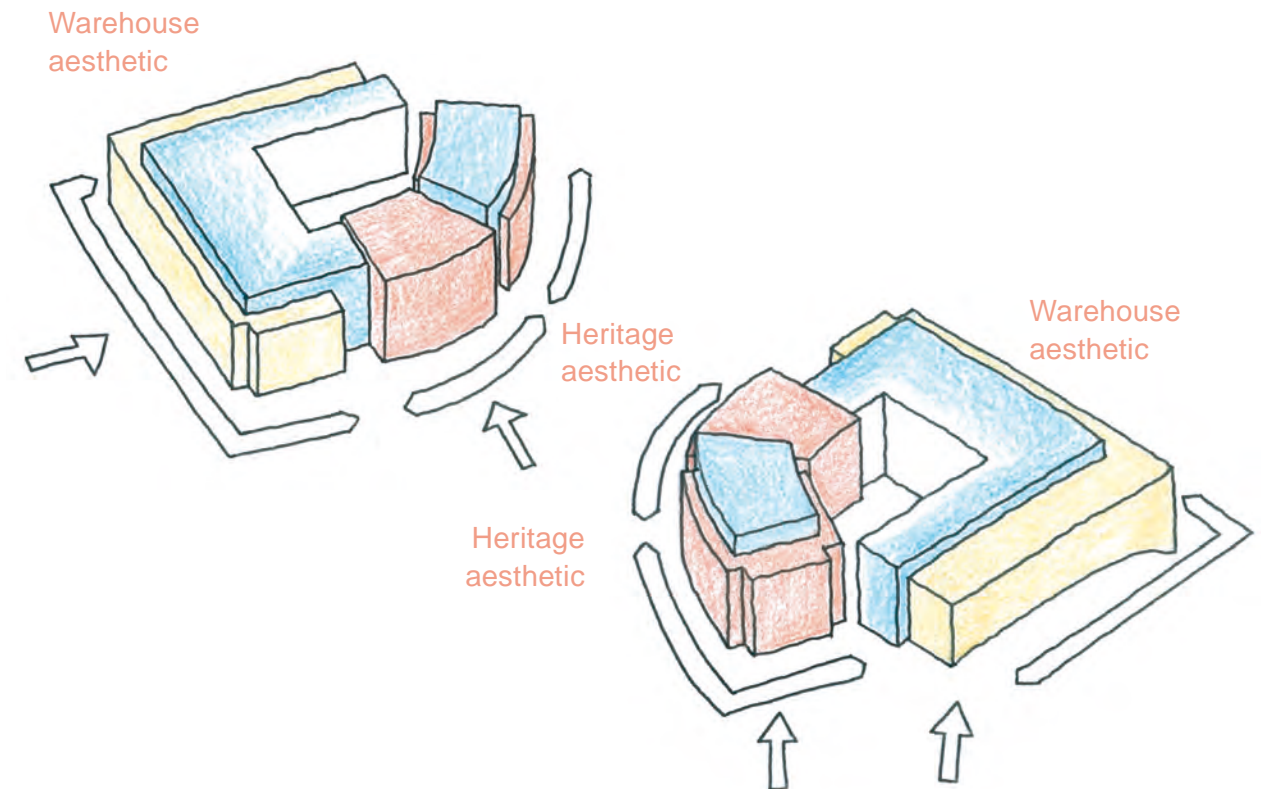
The design approach taken to the Mixed Use Quarter has evolved as the confluence of two separate aesthetic approaches (1) a heritage-led approach that draws inspiration from the existing substation building adjoining the Site and the former railway architecture in the local area and (2) a warehouse-led approach that responds to the riverside setting and to the detailing of the Site's former use as a brewery.

Heritage Railway Aesthetic

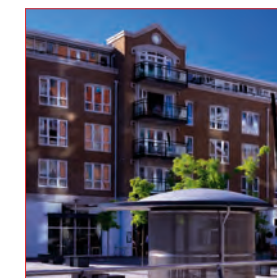
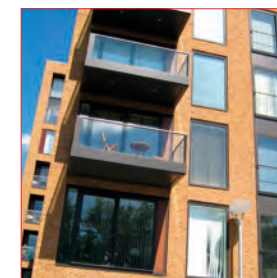
Adopts a red brick found throughout Twickenham, especially towards Strawberry Hill. Robust brick detailing, particularly around openings, with vertical slender proportions, grouping of elements and use of stone work. The incorporation of black painted steelwork to detailing, particularly balustrades is also adopted. Symmetry is important for these elements.

Warehouse Aesthetic

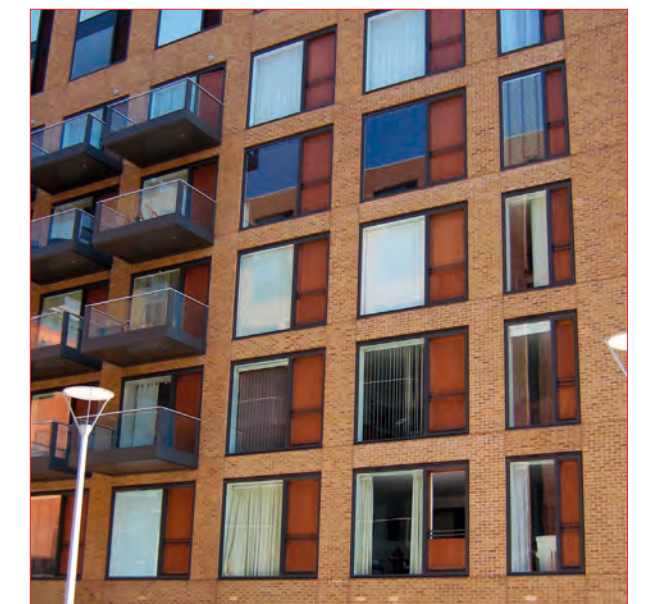
Use of London stock brickwork found throughout Twickenham and Richmond. Openings are squarer in proportion and with more regularity. Wharf side detailing is utilised such as steel lintels above openings, darker brick detailing around windows and high level signage to buildings. Additions such as balconies, lighting and balustrades are treated in a very minimalist and contemporary manner, as if they have been added to the building at a later date.



Heritage Railway Aesthetic

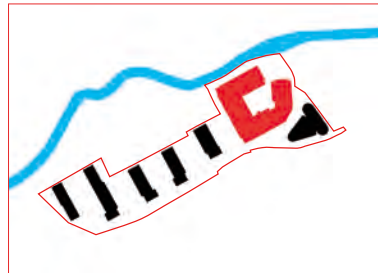


Warehouse Aesthetic



Design Response

Character Area - Mixed Use Quarter



South Elevation - Concept



North-East Elevation - Concept



West Elevation - Concept



View of Courtyard to Western Side of Mixed Use Building

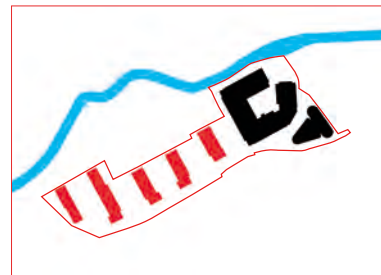


Public Piazza Proposed

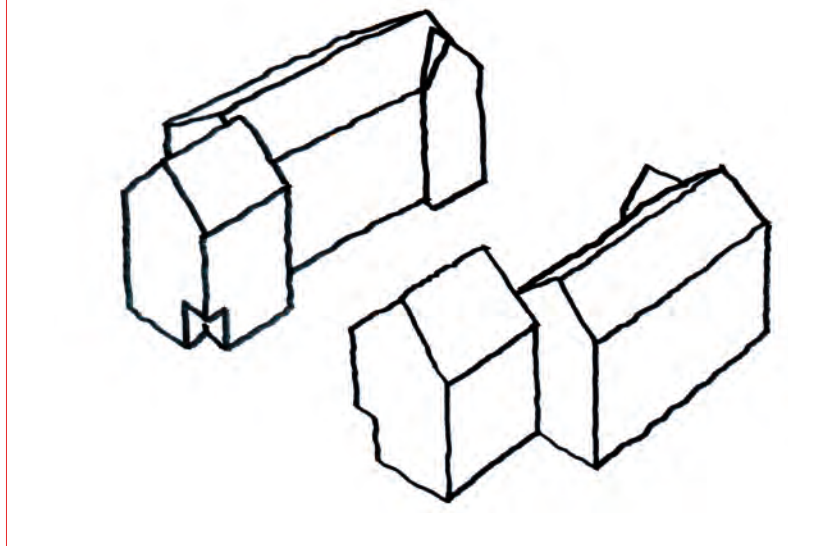


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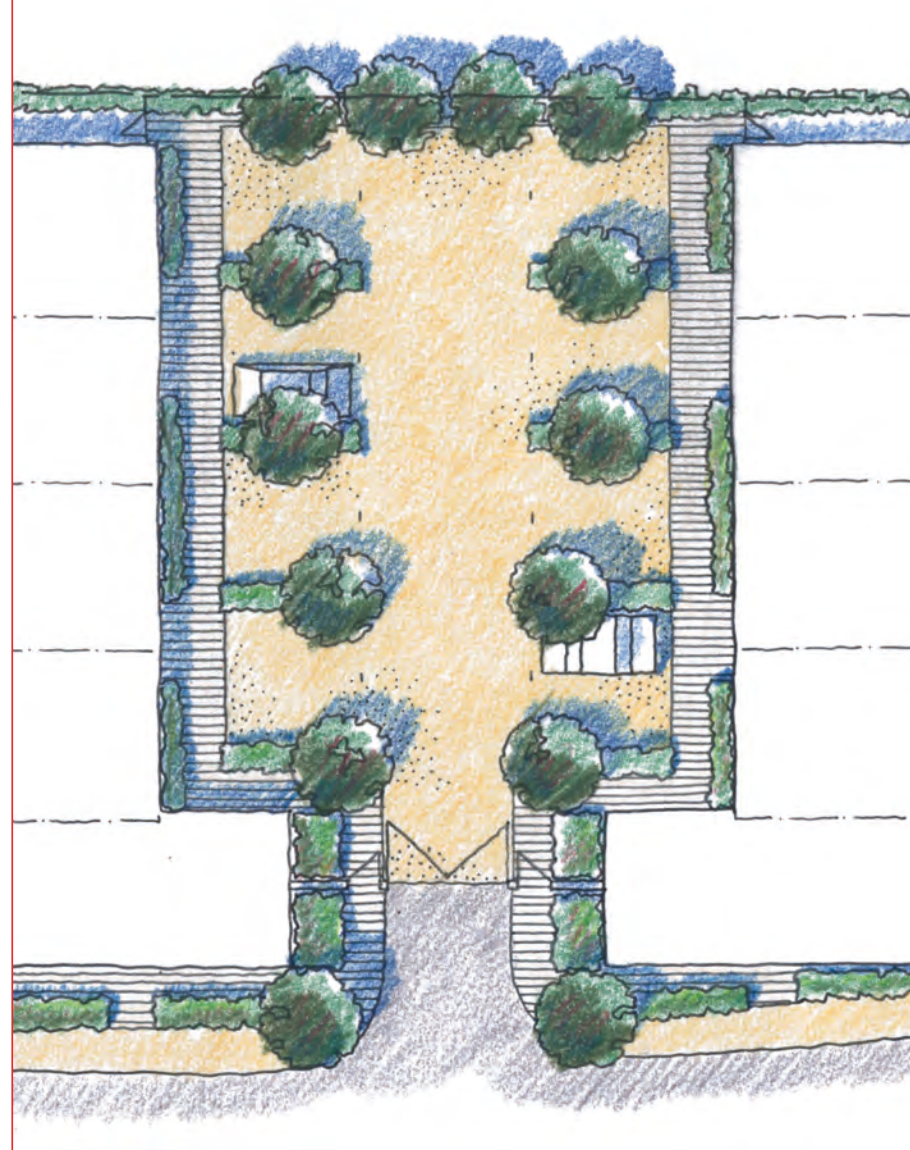
Character Area - Housing Quarter



Concept Drawing of Enclosed Courtyards



Concept Drawing of Residential Courtyard



Overview and Concept

The Housing Quarter comprises the lower density residential quarter at the western end of the Site. Family-sized townhouses are arranged in terraces, perpendicular to the railway to reflect the surrounding context to the south. The townhouses have private rear gardens, which sit back-to-back, and front facades which address semi-private courtyards. Surface parking is accommodated within these spaces. The 'gatehouse' on either side of the courtyard entrance is pronounced by being set forward from the main terrace to emphasise and define this space.

The orientation assists in providing visual permeability through the Site from north to south and vice versa allowing views towards and across the river corridor and integrating the development visually within its urban context. It also results in a development form that allows all properties to have glimpsed views of the river and limits the impact of the railway corridor. Gatehouses closest to the railway adopt fenestration and orientate their entrances so that these public 'side' elevations act as the primary elevation and bring vibrancy to the streetscene along Brewery Lane.

