

Statement of Community Involvement

Greggs Bakery site, Twickenham

February 2019
Cascade Communications

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1.0 EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by Cascade Communications Ltd. (Cascade) to accompany the planning application being submitted by London Square (the Applicant) to the London Borough of Richmond upon Thames (LB Richmond upon Thames). This report sets out a summary of the stakeholder engagement and community consultation undertaken for the proposals for the Greggs Bakery site, prior to submitting a planning application.

The Applicant appointed Cascade to assist in consulting with stakeholders and the local community on the proposals. The consultation process has reflected London Square's commitment to transparency with the local community and stakeholders at every stage. This has enabled stakeholders to engage with the proposals at the earliest possible opportunity and meet with senior members of the project team throughout the process, as well as maximising the opportunity for engagement with the wider community.

The consultation process has provided an inclusive platform for discussion and debate, and has included:

- Door knocking neighbouring properties to the site;
- Individual meetings with near neighbours, local groups and political stakeholders;
- Community newsletters delivered to more than 1,500 households;
- Freephone number and email address for residents and stakeholders to field any queries they may have;
- Project website, hosting all consultation material and providing updates;
- Two-day public exhibition in December 2018; and
- Questionnaires, provided as Freepost and online to encourage responses.

London Square and its project team have aimed to directly respond to community feedback throughout the two-stage consultation process, resulting in a number of changes to the scheme prior to submission of a Full planning application. This is detailed in **Section 8** of this report.

1.1 Findings

The Applicant welcomes the level of interest in the proposals for the Greggs Bakery site and the constructive feedback received throughout the consultation process that has influenced the evolution of the proposals.

Summary of key findings:

- Over 71% of responses supported the provision of new homes in the local area.
- Over 73% of responses ranked retention of heavy industrial use at the site as not important or not very important.
- Over 70% of responses supported the principle of redeveloping the site for residential use.
- Over 90% of responses acknowledged that the proposals would improve the current appearance of the site.
- Over 60% of responses supported plans to introduce public access to this stretch of the River Crane.

A breakdown of the community feedback received during the public exhibition and summaries of the meetings with community groups and near neighbours can be found in **Section 5** of this report.



CGI of proposed central mews street

2.0 BACKGROUND

2.1 Site background

The 1.1-hectare site currently comprises industrial buildings (B2 Class Use) that were used as production facilities by Greggs plc. The site sits within an established residential area, bounded to the east and west by terraced housing. It has existing access points from the junction of Crane Road/Gould Road and Edwin Road.

In 2017, London Square and Greggs plc reached an agreement to explore opportunities for the redevelopment of the site. This follows the decision by Greggs plc to cease bakery operations at the site, alongside two other bakeries as part of a nationwide plan to centralise its operations.

Site: Greggs Bakery site

Location: Gould Road, Twickenham TW2 6RT

Applicant: London Square

Application proposal: *“Demolition of existing buildings (with the retention of a single dwelling) and redevelopment of the site to provide 116 residential units and commercial floorspace; landscaped areas; with associated parking and highways works and other works associated with the development.”*



2.2 Relevant policy

In preparing the consultation strategy, the relevant provisions of the following were considered: The National Planning Policy Framework (NPPF), LB Richmond upon Thames' Local Plan published in 2018 and LB Richmond upon Thames' own Statement of Community Involvement (SCI), originally published in 2006 and revised 2018.

The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The NPPF and related documents encourage organisations bringing forward development proposals to engage with local communities from an early stage.

In particular, paragraphs 39, 40 and 41 express this desire:

[39] *“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”*

[40] *“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”*

[41] *“The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.”*

In particular, we have followed Section 8 of LB Richmond upon Thames’ Statement of Community Involvement which addresses pre-application consultation by developers and states that *“the Council encourages pre-application discussions and community involvement from the outset.”* We have sought community involvement in the scheme from the earliest possible stage and have used a number of methods, including website updates and public exhibitions, to ensure that local residents and stakeholders have the opportunity to register their views on the proposals.

3.0 STAKEHOLDERS AND CONSULTEES

3.1 Stakeholders

In advance of commencing the public consultation, Cascade undertook a detailed audit of the site to identify the relevant political and community stakeholders, who would take an interest in the proposals. A full breakdown of those stakeholders who received correspondence in relation to the proposals can be seen below.

Political stakeholders

- Ward members for South Twickenham, LB Richmond upon Thames
- Neighbouring ward members for West Twickenham, LB Richmond upon Thames
- Leader and relevant Cabinet Members, LB Richmond upon Thames
- MP for Twickenham

Community stakeholders

- The Twickenham Society
- Friends of the River Crane Environment (FORCE)
- Crane Road Residents' Association
- Friends of Twickenham Green

Consultation area



This map illustrates the distribution boundary for newsletters by Royal Mail (carried out by London Letterbox – blue line) The red line indicates the site boundary.

4.0 METHODOLOGY

Cascade’s consultation methodology followed best practice within the industry, ensuring the consultation was informative and that attendees were able to feed back at appropriate stages. The consultation sought to:

1. Inform residents about the proposals for the site, and gather feedback;
2. Speak to local stakeholders and residents in advance of submitting a planning application to understand their potential issues and identify their concerns, allowing for amendments to be made to the scheme prior to the design being finalised;
3. Identify any specific issues regarding the application; and
4. Identify residents’ views on the benefits of the proposals.

4.1 Consultation overview

The Applicant recognised the importance of consultation from the outset; the following table sets out the community consultation events included as part of the pre-application consultation, with a detailed overview of those events included later in this report.

Engagement	Date
Introductory stakeholder letter	15/06/18
Door knocking neighbouring properties	26/10/18 & 29/10/18
Newsletter/invitation to public exhibition with Freepost survey	19/11/18
Launch of project website	19/11/18
Public exhibition	03/12/18 & 05/12/18
Updates to project website	06/12/18
Post-exhibition e-newsletter sent to mailing list	10/12/18
Meetings with near neighbours	18/12/18 & 11/01/19
Briefing with Rt. Hon Sir Vince Cable MP & Councillors Butlin, Mansfield and Juriansz	11/01/19
Briefing and site visit with Friends of the River Crane Environment	18/01/19
Post-submission newsletter	TBC

4.2 Consultation

Introductory stakeholder letter – June 2018

As part of the initial engagement for the proposals, letters (see **Appendix 1**) were sent to the relevant stakeholders outlined in **Section 3** of this report following May's local elections, providing an initial briefing on the proposals and inviting them to meet with members of the project team.

Door knocking – October 2018

In order to understand views on the site (including the previous Greggs operations) and local issues ahead of presenting proposals, a door knocking exercise was conducted over Friday 26 and Monday 29 October 2018 on the immediate adjacent streets. The exercise took place between approximately 3:30pm and 5pm each day. Respondents were notified that the survey had been commissioned on behalf of London Square in relation to the Greggs Bakery site in order to understand neighbours' views ahead of wider public engagement.



Red line indicates roads where the survey as carried out.

The survey was carried out on the roads immediately adjacent to the site (Norcutt Road, Crane Road, Gould Road (part) and Edwin Road (part)), approx. 140 addresses. A total of 21 neighbours agreed to provide comments.

A copy of the survey questions can be at **Appendix 2** of this report. A summary of the feedback received via the survey can be found in **Section 5** of this report.

Exhibition invitation newsletter and Freepost Survey - December 2018

Exhibition Invitation newsletters (see **Appendix 3**) were issued via 1st Class Royal Mail by London Letterbox on Monday 19 November to 1,533 local households and businesses around the site, outlining preliminary proposals for the site and inviting recipients to attend the public exhibition to find out more about the proposals and to meet members of the project team.

The newsletters were issued by post to ensure they were directly received by local residents and businesses. A tagline that read "*Important information regarding the Greggs Bakery site*" was printed on the envelopes to help to ensure recipients recognised the proposals.

The newsletter contained contact details including an email address and Freephone information line number for anyone who had any questions or were unable to attend the public exhibition. The dedicated project website was also publicised which included further information.

The newsletter also included a short Freepost survey, which provided the opportunity for residents to give their initial feedback regarding the development of the site. A summary of the feedback received via the newsletter survey can be found in **Section 6** of this report.

Stakeholders (outlined in Section 3) also received a copy of the newsletter alongside a covering letter (see **Appendix 4**) inviting them to meet with the project team in advance of the public exhibition.

Project website

A dedicated project website was set up at www.londonsquaretwickenham.co.uk and launched on Monday 19 November to coincide with the distribution of the exhibition invitation newsletter. The website contained details of the public exhibition, a mailing sign up form and an online version of the exhibition newsletter survey.

Following the public exhibition, the website was updated to include the information that was on display at the exhibition. This was to provide residents with a further opportunity to review the exhibition boards and, for those unable to attend the exhibition to see the proposals as presented. The website was also updated with an online questionnaire, which reflected the consultation questionnaire available at the public exhibition and allowed residents to submit their feedback.

LONDON SQUARE TWICKENHAM



Welcome to our website which provides information on our proposals for the Greggs bakery site between Crane Road and Norcutt Road, Twickenham.



Rental View of the site

Founded in 2010, London Square seeks to build high-quality residential-led developments to reflect the aspirations of the local communities where we work. We have a proven track record of delivering new homes across the borough of Richmond, including the Star and Garter in Richmond and Waldegrave Road in Teddington.

We would like to thank those who attended our public exhibition events on Monday 3rd and Wednesday 5th December 2018. To view a copy of the information boards displayed at these events, please [click here](#). To provide further comments and feedback on the proposals, please [click here](#).

London Square is committed to engaging with the local community and will continue to provide regular updates as the proposals progress.

Contact Us

If you have any questions about our plans, please contact us:

Email:
consultation@cascadepr.co.uk

Phone:
020 7871 3565

Post:
Cascade Public Consultation
RTUA-THGR-LUYK
26 Noel Street
London
W1F 8GY

Join our Mailing List

Your Name

Your Email

SUBMIT FORM

[Download](#)

[Download our Newsletter](#)

Screenshot of project website – www.londonsquaretwickenham.co.uk

Public exhibition – December 2018

The public exhibition was held on **Monday 3 December** at the Crane Community Centre 51 Meadway, Twickenham TW2 6PQ between 4pm and 8pm and **Wednesday 5 December** at the Twickenham United Reformed Church 3 First Cross Road, Twickenham TW2 5QA between 4pm and 8pm.

The exhibition was held across two venues and two days to encourage maximum attendance from neighbours. Across the two days, **105** residents, stakeholders and other interested parties attended. Notable attendees included:

- Councillor Richard Bennett (South Twickenham, Green Party)
- Councillor Michael Butlin (South Twickenham, Liberal Democrat)
- Councillor Helen Lee-Parsons (West Twickenham, Liberal Democrat)
- Councillor Alan Juriansz (West Twickenham, Liberal Democrat)
- Councillor Piers Allen (West Twickenham, Liberal Democrat)
- Councillor Geoff Acton (Cabinet Member for Business, Economy and Employment, Liberal Democrat)
- Councillor Liz Jaeger (Deputy Leader of LB Richmond upon Thames and Cabinet Member for Housing and Community Safety, Liberal Democrat)
- Rob Gray, Chair of FORCE
- Officers at LB Richmond upon Thames

Information regarding the background of the site and the proposals (see **Appendix 5**) were displayed alongside a sign-in book, copies of a questionnaire and Freepost envelopes. A model displaying the proposed layout was also on display. Key members of the project team, including London Square and Assael Architecture as well as other disciplines including transport and planning consultants were on hand to answer any questions and talk attendees through the proposals.

Following the public exhibition, all feedback received was reviewed and subsequent further meetings were held with stakeholders and residents.

See **Section 6** for a summary of feedback received at the public exhibition.



(Left: Crane Community Centre 03/12/18, Right: Twickenham United Reformed Church, 05/12/18) - Attendees at the public exhibition in December 2018

Exhibition questionnaire – December 2018

Questionnaires were available at the public exhibition (see **Appendix 6**) and were constructed to provide the project team with a clear understanding of respondents' views as well as providing open-ended questions for respondents to provide any wider feedback and not be constrained.

The questionnaire asked questions relating to the proposals for the site and was also used to collect contact details to allow the team to keep attendees informed as the proposals evolved.

Attendees at the public exhibitions were encouraged to complete the questionnaire on the day however, Freepost envelopes were also provided to allow attendees to complete a feedback form and return later. The questionnaire was also made available online at the project website.

A summary of the feedback received via the questionnaire can be found in **Section 7** of this report.

Post-exhibition e-newsletter – December 2018

An e-newsletter was issued to a list of 128 subscribers including residents, local groups and stakeholders who signed up to receive updates. The e-newsletter provided a link to the information displayed at the public exhibition, as well as a link to the exhibition questionnaire.

This e-newsletter was sent via Mailchimp on Monday 10 December and opened by 79 (53.8% of recipients).



Dear Neighbour

Following last week's two-day public exhibition on London Square's plans for the redevelopment of the Greggs bakery site, please [click here](#) to download a copy of the public exhibition panels that were on display.

Further information and a link to the online feedback form can be viewed at our website www.londonsquaretwickenham.co.uk

The development team is currently reviewing the feedback and all comments will be taken into consideration in advance of submitting a planning application.

London Square is committed to working with the local community throughout the development of our design proposals and will keep local residents up to date at all stages.

If you would like any further information please do not hesitate to contact Cascade Communications, who are co-ordinating our consultation process, at consultation@cascadecr.co.uk or 020 7871 3566.

Kind regards
Stephen Goodall
For and on behalf of London Square

Screenshot of e-newsletter

5.0 DOOR KNOCKING EXERCISE FEEDBACK – OCTOBER 2018

As noted in Section 4.2 of this report, a door knocking exercise was carried out to understand local views of the site and area. Feedback was collated via clipboards and a short questionnaire.

Summary of key themes are included below:

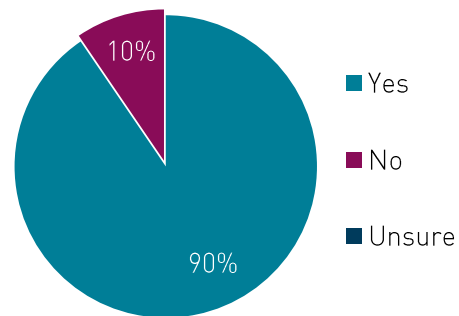
- Preference for residential development
- Importance of neighbouring amenity
- Concerns regarding HGV traffic with Greggs Bakery
- Adequate provision of parking
- Design in keeping with local area (in terms of scale and density)

A breakdown of responses for each question is included below:

(Respondents may have provided more than one comment)

Are you aware that the Bakery site is scheduled to close?

Yes	19
No	2
Unsure	0



Do you have any comments on the previous Greggs Bakery operation? (i.e. vehicular movements entering and exiting the site/operational noise)

Issue	Frequency
HGV/large vehicle traffic (incl. damage to parked vehicles, unsuitable roads)	12
Pressure on parking (Greggs staff, noted introduction of parking zone)	6
Noise from operation (incl. at night)	5
No issue / No comment	3
Vermin problems	2
Existing buildings are not visually appealing/derelect	2
Anti-social behaviour	2
Quiet neighbours	2
Bakery smelled good	1
Industrial use not suitable for area	1
Good/considerate neighbours	1
No overlooking	1

What do you think are the most important issues locally?

Issue	Frequency
Parking	10
Traffic	5
Local amenities/infrastructure (incl. schools)	5
Housing	4
Maintain/protect community feel/neighbourhood	2
Vermin/hygiene	1
Neighbouring amenity	1

Employment	1
Narrow roads	1
Aircraft noise	1
Green space	1
No comment	1
Design	1

What kind of development would you like to see delivered in the local area?

Issue	Frequency
Housing (incl. specific comment 'preferred to commercial')	10
Community uses (e.g. community support, park, gym)	4
High quality design/low rise	3
Retail	2
Mixed-use (resi-led with element of commercial/cafes)	2
Against commercial (no need)	2
Affordable homes	2
Unsure	1
Not student housing	1
Education	1
Sustainable development (e.g. renewable energy)	1
Adequate parking	1
Neighbouring amenity	1
Noted knowledge of plans in Colliers report	1
Retain commercial use	1
No development	1

What are your main priorities for any possible development at this site?

Issue	Frequency
Neighbouring amenity (overlooking, lighting, noise, privacy – incl. window treatments)	8
Residential development	6
Parking	5
Height in keeping with local area (no higher than existing)	4
Traffic management	2
Affordable homes	2
Considerate construction plan	2
Design (incl. sympathy to Victorian housing)	2
Fit into the neighbourhood	1
Neighbourhood engagement	1

Possibility of asbestos on site	1
Support redevelopment	1
Access (noted issues with Crane Road/Gould Road junction)	1
Restoration of some buildings on site	1
River access	1
Prefer commercial use	1
Small industrial uses	1
Not retail	1
Did not like plans in Colliers report	1
Concerns regarding property boundaries (sense of enclosure)	1
Mixed-use development	1
Employment use not realistic	1

Please provide us with any other comments that you have at this stage.

Issue	Frequency
Considerate construction management (coordination with other local sites)	5
Height (3/4+ storeys not acceptable)	3
Neighbourhood engagement	2
Sympathetic design (not town houses)	2
Not increased density	2
Neighbouring amenity (sense of enclosure – building distances)	2
Do not want student housing	1
Push back building line from Norcutt Road (interest in buying land for garden)	1
Commercial use would bring HGV traffic (unsuitable roads)	1
Access concerns (dangerous junction at Gould Road and Crane Road)	1
Against under-croft parking at property boundary (shown in Colliers report)	1
Parking (more than one space for households)	1
Noted presence of asbestos	1
Support development taking place	1
Site not big enough for street in between	1
Community led development (i.e. school)	1

6.0 INVITATION NEWSLETTER FEEDBACK – NOVEMBER 2018

Freepost surveys were included alongside the exhibition invitation newsletter. As of (14/02/19) 117 Freepost surveys have been completed and returned since the distribution of the exhibition invitation newsletter.

A summary of the key themes in the feedback are included below:

- Preference for residential development
- Importance of neighbouring amenity
- Concerns regarding HGV traffic with Greggs Bakery
- Adequate provision of parking
- Design in keeping with local area (in terms of scale and density)
- Importance of improving capacity of local public services (GP surgeries, schools)

A breakdown of responses for each question is included below:

Please indicate which of the following apply to you (tick all that apply):

Answered: 116 Skipped: 1

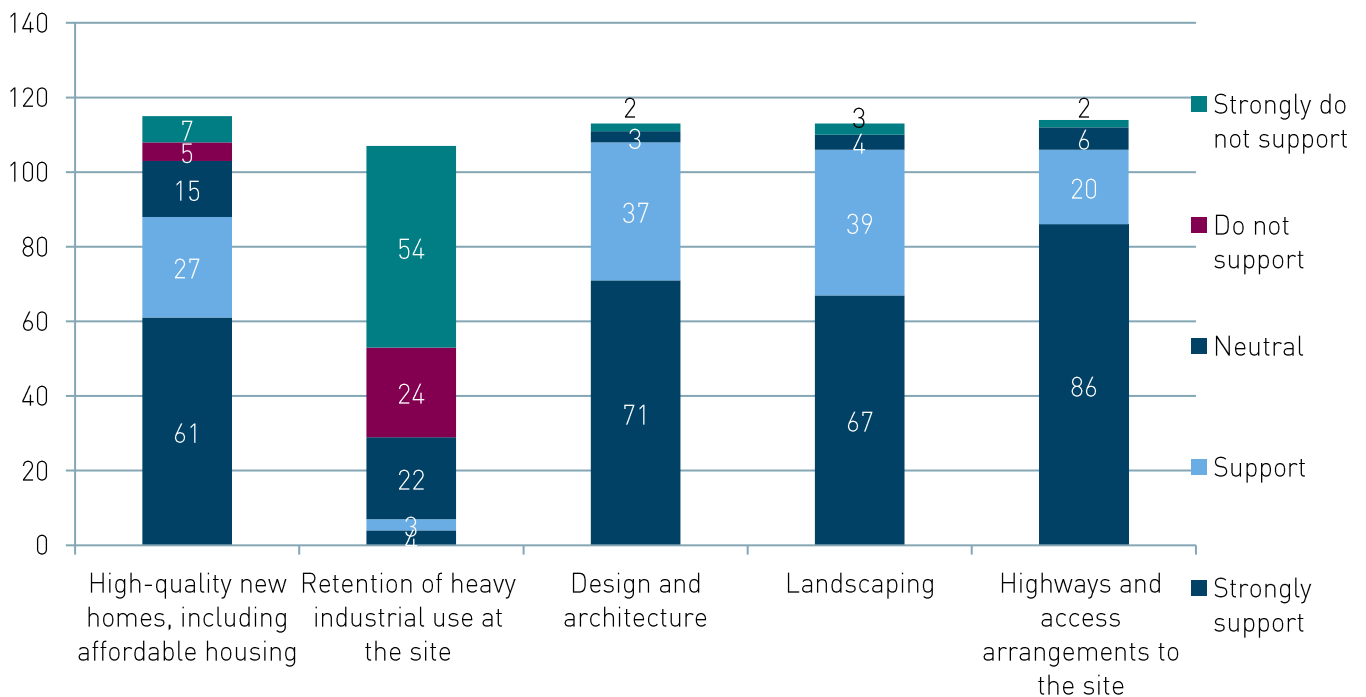
Answer Options	Number
I live locally	112
I work locally	20
Residents' group or amenity society	13
If so, which (please specify):	
<ul style="list-style-type: none">• SWLEN• Crane Road Residents' Association• Masonic Lodge – Cole Court• Friends of Twickenham Green• University of the Third Age• Neighbourhood Watch• Try Twickenham• FORCE	

NB Please note that respondents may provide more than one answer

Which of the following aspects are the most important to you in the redevelopment of the site?

Answered: 117 Skipped: 0

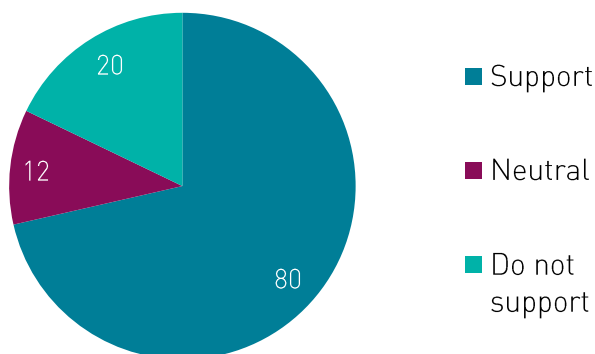
Answer Options	Strongly support	Support	Neutral	Do not support	Strongly do not support
High-quality new homes, including affordable housing	53% (60)	23% (27)	13% (15)	4% (5)	6% (7)
Retention of heavy industrial use at site	4% (4)	3% (3)	21% (22)	22% (24)	50% (54)
Design and architecture	63% (71)	33% (37)	3% (3)	0% (0)	2% (2)
Landscaping	59% (67)	35% (39)	4% (4)	0% (0)	3% (3)
Highways and access arrangements to the site	75% (86)	18% (20)	5% (6)	0% (0)	2% (2)



Do you support the provision of new homes in the local area?

Answered: 112 Skipped: 5

Answer Options	Percent	Number
Support	72%	80
Neutral	11%	12
Do not support	18%	20



Please explain the reason for your answer:

Supportive or positive comments	Frequency
Identified need for new homes	13
Appropriate site for housing	11
London has a shortage of housing	7
Industrial use of Greggs site not conducive to local area	5
Need to deliver more family homes	4
Beneficial to local businesses	3
Site is an eyesore	1
Will allow local families to stay in the area	1
Sales interest	1

Neutral or general observation comments	Frequency
On condition affordable housing is delivered	15
New development must be sympathetic and respectful to local context	8
Prefer to see mixed-use redevelopment of Greggs site	6
Support on condition infrastructure improvements are made	6
Prefer to see luxury housing proposed on Greggs site	6
No parking permits for residents of Greggs site	5
Incorporate social housing	4
Deliver sufficient on site parking	4
High-quality design	3
On condition new homes are not bought up and left empty by investors	2
Local need for elderly people's accommodation	1

Local authorities should not sell off council housing	1
No redevelopment of Greggs site above 2-storeys	1
Greggs redevelopment should accommodate Turing House school	1
Connect Greggs site to the River Crane	1
Important Greggs site unlocks public benefits	1
New rail bridge to link up with the Crane walk	1

Negative comments or concerns	Frequency
Impact on roads	11
Inadequate local infrastructure	9
Overdevelopment	6
Local roads are too narrow	6
Detrimental impact on neighbouring amenity and privacy	6
Impact on local schools	3
Impact on CPZ	3
Ample supply of new homes in Twickenham	3
Loss of industrial uses regrettable	1
Impact on road safety	1
Noise pollution	1
Construction management	1

What are your priorities for the local area?

Answered: 98 Skipped: 19

Issue	Frequency
Ensure appropriate parking level for future developments	17
Improvements to highways infrastructure	15
Adequate provision of school places	13
Future development sympathetic to the local area	11
Enhance existing green spaces	9
Affordable housing	8
Delivery of new homes	8
Improvements to public transport	7
Improve diversity of shops	6
Public realm and landscaping	6
Reducing crime and anti-social behaviour	5
Air quality	5
Maintaining mixed-use character of Twickenham	4
Private amenity spaces for new residents	4
Green infrastructure	3
Pedestrian safety	3

No parking permits for future developments	3
Keeping Twickenham a family friendly location	3
Housing for young people	2
New community centre	2
Reducing dependence on private car trips	2
Footpath along the River Crane	2
Reopen swimming pool at Twickenham lido	1
Additional council investment into services	1
Investigate incorporating Turing House school on the Greggs site	1
No high-density development	1
Free parking	1
Additional recycling bins	1
Improvements to cycleways	1
Improvements to Edwin Road railway bridge	1
Support local businesses	1
Access to NHS services	1
Improvements to leisure facilities	1
Safeguard light industrial sites	1
Playground facilities	1
No more parking around Twickenham Green	1
Delivery of footbridge over the Greggs site	1
Tackle speeding cars	1
Preserve Twickenham's village nature	1

Please provide us with any other comments you have at this stage:

Answered: 64 Skipped: 53

Issue	Frequency
Ensure appropriate parking level for future developments	8
Impact of future development on road network	7
Construction management	6
Neighbouring roads are narrow	3
No high-density development on Greggs site	3
Party wall issues	3
Interested in public realm and landscaping options for the site	3
Ensure thorough communication with residents	3
Impact on local schools	2
Sufficient housing supply in Twickenham	2
Will attend the public consultation events	2
Asbestos removal	2
Deliver affordable housing on Greggs site	2

Proposed access routes to Greggs site	1
Sufficient drainage systems	1
Development of Greggs site should be car free	1
Would like to see new footbridge over River Crane	1
Expand Kneller Gardens and Craneford Way recreational grounds	1
Road access to Greggs site only via Edwin Road	1
Greggs site should be redeveloped into underground car park	1
What quantum of affordable housing is proposed on the Greggs site?	1
Too early a stage to form a view on the redevelopment of the Greggs site	1
Council reassured residents the Greggs site would be preserved for industrial use	1
Prefer to see luxury development proposed on Greggs site	1
Incentivise sustainable travel	1
Design and architecture respectful of the local context	1
Overdevelopment	1
Would like to see a gym incorporated into the proposals	1
Construction timescales	1
Maintain existing brick wall	1
Explore provision of affordable workspace on Greggs site	1
Roads are unsuitable for continued industrial use at Greggs site	1

7.0 PUBLIC EXHIBITION FEEDBACK – DECEMBER 2018

As of (13/02/19) 34 feedback forms have been completed and returned since the public exhibitions.

A summary of the key themes in the feedback received to date are included below:

- **Residential/Land use** - generally, those who attended the exhibition were supportive of the principle of redeveloping the site for residential use. However, some regarded the delivery of 118 homes as too intensive for the site and expressed a desire to see some commercial or light industrial use incorporated into the overall masterplan.
- **Transport and access** – generally, those who provided feedback considered this issue to be very important. There were also questions raised around traffic and the impact on the recently implemented Controlled Parking Zone.
- **Design** – those who attended the exhibition generally highlighted this as a very important issue. Some residents expressed concerns in relation to the 5-storey element of the proposals, deeming this to be out of keeping with the local area and would be detrimental to the amenity and privacy of existing neighbours on Crane Road and Norcutt Road.
- **Construction Management** – feedback generally highlighted this as a very important issue, particularly with regards to construction vehicle/heavy vehicle movements on local roads.

A breakdown of responses for each question is included below:

Please indicate which of the following apply to you (tick all that apply):

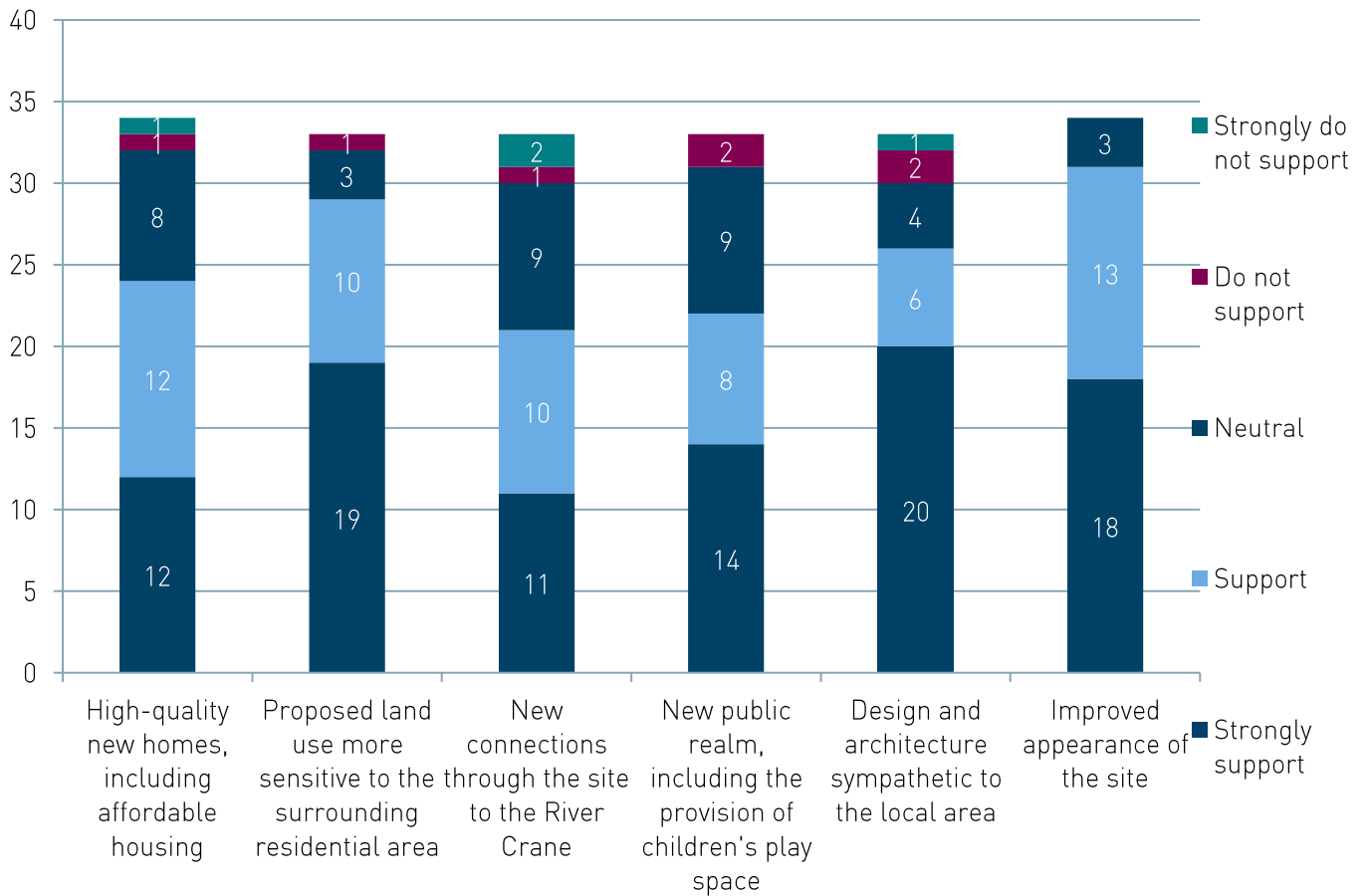
Answered: 32 Skipped: 2

Answer Options	Number
I live locally	32
I work locally	9
Local residents' group or amenity society	4
If so, which (please specify):	
<ul style="list-style-type: none"> • Crane Road Neighbourhood Watch Scheme • Nextdoor Twickenham Green • Friends of the River Crane Environment • Participant in Crane Road street party 	

Please provide your views on the provision of the following as part of the redevelopment of the site?

Answered: 34 Skipped: 0

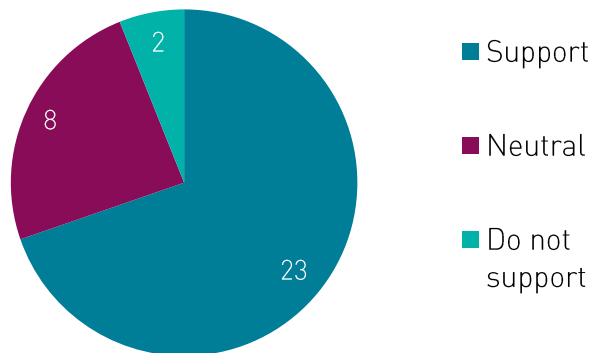
Answer Options	Strongly support	Support	Neutral	Do not support	Strongly do not support
High-quality new homes, including affordable housing	35% (12)	35% (12)	24% (8)	3% (1)	3% (1)
Proposed land use more sensitive to the surrounding residential area	58% (19)	30% (10)	9% (3)	3% (1)	0% (0)
New connections through the site to the River Crane	33% (11)	30% (10)	27% (9)	3% (1)	6% (2)
New public realm, including the provision of children's play space	42% (14)	24% (8)	27% (9)	6% (2)	0% (0)
Design and architecture sympathetic to the local area	61% (20)	18% (6)	12% (4)	6% (2)	3% (1)
Improved appearance of the site	53% (18)	38% (13)	9% (3)	0% (0)	0% (0)



Do you support the principle of redeveloping the site for residential use?

Answered: 33 Skipped: 1

Answer Options	Percent	Number
Support	70%	23
Neutral	24%	8
Do not support	6%	2



Please explain the reason for your answer:

Summary of comments:

Supportive or positive comments	Frequency
Appropriate use of land for housing	8
Local need for housing	4
Industrial use not conducive to local road network	2
Good to see a derelict site being promoted	2
Architecture in keeping with the local area	2
Site is an eyesore	1

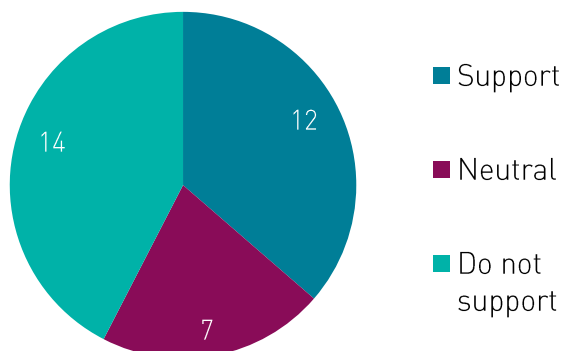
Neutral or general observation comments	Frequency
Supportive of residential-led development but would like to see some light industry incorporated in the plans	2
All residential units should have a dedicated car parking space	1
Ensure design is in keeping with the local area (red brick, late Victorian houses)	1
Provision for community centre	1
Ideal site for Turing House school	1
Amend CPZ operation hours	1
Ensure windows do not overlook existing properties	1

Negative comments or concerns	Frequency
Design not in keeping with the local area	6
Height and massing of 5-storey Riverside block is out of keeping with the local area	4
Improvements to local infrastructure and services before anymore residential development	2
Architecture – do not like the industrial cues in the design	1
Prefer Waldegrave Road design	1
Residential units should not exceed 2-storeys	1
Prefer to the site being promoted for a community use (e.g. park or school)	1
Overdevelopment	1
Exacerbate existing parking and traffic issues	2
Increased risk of flooding	1

Based on the information provided at the public exhibition, do you support London Square's current proposals for the redevelopment of the site?

Answered: 34 Skipped: 0

Answer Options	Percent	Number
Support	38%	13
Neutral	21%	7
Do not support	41%	14



Please explain the reason for your answer:

Summary of comments:

Supportive or positive comments	Frequency
Architecture in keeping with the local area	4
Appropriate use of land for housing	2
Good unit mix (e.g. ratio of 1, 2, 3 and 4 bedroom properties)	1
Positive start	1
Identified need for affordable housing	1
Improved access to the River Crane	1
Improved biodiversity	1

Neutral or general observation comments	Frequency
Council should amend CPZ hours to prevent overspill parking	3
Interested in purchasing land to extend garden	1
Maintain existing wall	1
Improvements to local infrastructure and services required	1
Work with neighbouring landowners to provide a footpath to Twickenham railway station	1
Regular communication with neighbours is paramount during construction	1
Light industrial office or commercial space should be incorporated	1
Retain existing site boundary wall	1

Negative comments or concerns	Frequency
Height of 5-storey Riverside block is out of keeping with the local area	9
Overlooking of existing properties	6
Exacerbate existing traffic issues	4
Detrimental impact on CPZ operation	4
Overdevelopment	4
Design not in keeping with the local area	3
Insufficient community benefits	3
Overspill parking (with emphasis on Crane Road)	2
Riverwalk could encourage anti-social behaviour	2
Construction management	2
Plans do not address identified local housing needs	1
Room for improvement in plans	1
Remove apartment blocks from the scheme	1

Please provide us with any additional comments you have:

Answered: 28 Skipped: 6

Supportive or positive comments	Frequency
Architecture in keeping with the local area	2
Good start	1
Ample cycle space provision	1
Start as soon as possible	1

Neutral or general observation comments	Frequency
Explore potential for car club sharing spaces	1
Would like to see a residents' association established for the site	1
CCTV must be installed at entrances of Crane and Edwin Roads	1
Ensure the plans are as sustainable and environmentally friendly as possible	1
Interested in purchasing land to extend garden	1
Lorries need to turn right when first entering Colne Road	1
Would like to see vehicular bridge over the River Crane onto Medway Road	1
Party wall to the Greggs Bakery site	1
Incorporate Rowan trees into the design	1
Ensure careful demolition of the site (e.g. likelihood of asbestos in the existing buildings)	1
How "affordable" will the properties be?	1
Council issued public statements that the land would be safeguarded from residential developers	1
Ensure ongoing dialogue with residents	1

Negative comments or concerns	Frequency
Worsen traffic problems outside of CPZ hours	4
Inadequate public realm and landscaping	3
Insufficient provision for visitor/servicing parking	2
Height and massing of 5-storey Riverside block is out of keeping with the local area	2
Exacerbate existing local traffic issues	2
Capacity of existing infrastructure and services to sustain residential development	2
Height of Mews street houses should be consistent with the rooflines of existing properties	1
Design not in keeping with the local area	1
Potential for overlooking of existing properties	1
Excessive cycle space provision	1
Development should be car free	1
Overdevelopment	1
Developer seeking to maximise profit	1
Crane Road is too narrow	1

8.0 MEETING NOTES

Meeting with Rt Hon Sir Vince Cable MP & Councillors Butlin, Mansfield and Juriansz

Date: 11/01/19

Address: Terrace Room, York House, Richmond Road, Twickenham, TW1 3AA

Attendees:

The Rt. Hon Sir Vince Cable – MP for Twickenham, Liberal Democrat

Councillor Michael Butlin – Ward Member (South Twickenham), Liberal Democrat

Councillor Kate Mansfield – Ward Member (South Twickenham), Liberal Democrat

Councillor Alan Juriansz – Neighbouring Ward Member (West Twickenham), Liberal Democrat

Discussion points:

Land use

- Provision of small commercial element
- Neighbouring development at Crane Mews (conversion from commercial to residential)

Affordable housing

- Affordable housing provision
- Provision of family sized units
- Partnerships with housing associations
- Mix of tenure and house types for affordable homes

Roads/access/traffic

- Design – removal of pillars at Edwin Road
- Interest in improving local roads
- Through-route to the station for pedestrians/cyclists

Bridge/river access

- Integration with wetland/green space around the river
- Potential for bridge/access across river

Parking

- Electric charging points in homes
- Parking permits
- Car share space
- Cycle parking provision

Green Energy

- Sustainability measures
- Solar panels on roofs

9.0 RESPONSE TO FEEDBACK

London Square and the project team have considered all feedback received to date. The feedback and comments received during the pre-application consultation have directly influenced the proposals and helped to refine the plans ahead of submission.

Following the public exhibition, a number of revisions were made to the scheme in response to feedback. A summary of key changes are included below:

- Replacing of residential properties fronting Edwin Road with commercial units.
- Reduction in height of the apartment building fronting the River Crane.
- Revisions to the design of Building G (backing onto houses on Gould Road) to respond to comments regarding neighbouring amenity.
- Removal and relocation of balconies backing onto Crane Road.
- Introduction of traffic calming measures on the entrance / exit point at Gould Road / Crane Road junction.
- Amendments to brick tones and finishes to ensure that the proposals are respective of the local setting.

- Appraisal of boundary wall treatment to retain existing Bakery site walls where structurally possible.

A summary of the main themes and responses to feedback are set out below:

Introduction of commercial space

Although the majority of feedback received highlighted the site's unsuitability for full industrial use and the negative impact of the previous bakery operations on the local highways, some residents requested that London Square explore the possibility of accommodating some commercial within the masterplan for the site.

In response to this, the residential properties fronting Edwin Road have now been removed from the scheme and replaced with 1,970 GIA (sq.ft) of affordable commercial space suitable for a mix of local businesses including SMEs.

Access and highways

Respondents raised comments regarding access to the site and the potential impact of additional traffic on surrounding roads, with specific mentions of Crane Road, Gould Road and Edwin Road.

London Square's appointed transport consultants, WSP, have undertaken an assessment of the potential changes in the number and types of vehicle movements. This analysis shows that when compared to when the site was fully occupied as a Bakery site, the current plans would likely result in a reduction in vehicle trips during both the morning and evening peak periods.

In addition, there is no anticipated impact on local car parking provision as new residents will not be issued with parking permits to be able to park in the local Controlled Parking Zones. Ample car parking will also be provided within the site, in addition to encouraging sustainable transport through cycle parking places.

For further information in relation to transport and highways, please see the submitted Transport Assessment prepared by WSP.

Design and architecture

Respondents expressed interest in a high-quality and well-designed development. London Square is committed to providing a high-quality scheme for this site and have a track record of delivering schemes that they receive permission for.

Award-winning architecture firm Assael were appointed to produce a scheme which draws design inspiration and cues from neighbouring buildings and architecture. The scheme has evolved to consider the local area as well as neighbouring amenity throughout the consultation, including individual meetings with the nearest neighbours. The principal materials for the

buildings will be traditional and in keeping with the local area, using predominantly brickwork and metal for much of the scheme.

For further information in relation to the design, please see the submitted Design Access Statement prepared by Assael Architecture.

Impact on local infrastructure

A number of respondents raised concerns regarding local infrastructure. As part of the planning application process, London Square would enter into a legal agreement which would secure financial contributions towards local infrastructure and services in the form of Section 106 payments as well as qualifying for the Community Infrastructure Levy. The nature and amount of these contributions will be subject to discussion with the London Borough of Richmond upon Thames, but could include payments specific improvements to local infrastructure, such as highways and public transport.

The plans for the Bakery site will deliver opportunities to meet the borough's housing targets, to ensure that development is sustainable and respects the needs and interests of the local community.

10.0 FURTHER CONSULTATION

Following the public exhibition in December 2018, all information displayed at the events has been made available on the project website. The website will continue to be updated to include the most up-to-date plans and we will keep residents informed about our progress.

A further newsletter is being sent to consultation area identified in Section 3 of this report, providing further information on the changes in response to feedback as well as notifying neighbours of imminent submission of a planning application.

London Square and its project team will continue to communicate with all stakeholders and keep them informed of the progress of the application as appropriate

11.0 CONCLUSION

London Square has carried out a comprehensive public consultation with the local community and its stakeholders. Through door knocking exercises, stakeholder meetings and public exhibitions, the project team has received valuable feedback which has helped the proposed scheme evolve in a way that reflects the community's aspirations for the Bakery site.

Overall, residents have expressed support for a high-quality residential redevelopment of the site, which respects the local context and is respectful and mindful of issues in relation to neighboring amenity, privacy and construction management. Following the public exhibition,

the project team has sought to actively respond to feedback received, which has led to a number of revisions to the presented scheme, including a reduction in the height of the Riverside apartments and the incorporation of commercial space within the wider masterplan for the site.

London Square is committed to consultation with all members of the community and other stakeholders. The submitted plans provide an opportunity to provide a new residential development in keeping with the surrounding area. The plans would help meet an identified housing need in the borough, provide a range of home sizes and importantly a proportion of family-sized affordable homes in addition to the provision of affordable commercial units.

12.0 APPENDIX

- Appendix 1 – Introductory stakeholder letter – June 2018
- Appendix 2 – Door knocking survey – October 2018
- Appendix 3 – Exhibition invitation newsletter and Freepost survey – November 2018
- Appendix 4 – Stakeholder letter in advance of public exhibition – November 2018
- Appendix 5 – Information boards displayed at public exhibition – December 2018
- Appendix 6 – Exhibition questionnaire – December 2018

Appendix 1 – Introductory stakeholder letter – June 2018

15 June 2018

Dear Councillor XXX

Proposals for the Greggs depot site, Twickenham

Congratulations on your recent election. I am writing to request a meeting with you regarding the Greggs depot site adjacent to Crane Road and Edwin Road, Twickenham.

Late last year, London Square and Greggs plc reached an agreement for the redevelopment of the site which is surplus to Greggs' operational requirements. We are now in the early stages of preparing proposals for the site.

We are committed to working with the community and will be consulting with our neighbours. However, ahead of meeting with the wider public we would appreciate the opportunity to meet with you and your colleagues to discuss our early thoughts and gather initial feedback.

London Square's focus is on delivering homes in locations where people want to live, fulfilling our role as one of London's leading homebuilders. Founded in 2010, we have a proven track record delivering homes across London including Star and Garter in Richmond and Waldegrave Road in Teddington.

If you would like to arrange a meeting with the project team, please contact Alex Haden at Cascade Communications, who is assisting us with our community consultation, on 020 7871 3565 or by email at consultation@cascadepr.co.uk.

We look forward to meeting with you soon.

Yours sincerely



Mark Smith
Development Director
London Square

Appendix 2 – Door knocking – October 2018



TWICKENHAM

TW2

Name:

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Address:

.....

Postcode:

Daytime telephone:

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Email:

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Are you aware that the bakery site is scheduled to close?

Yes

No

Unsure

Do you have any comments on the previous Greggs Bakery operation? (i.e. vehicular movements entering and exiting the site/operational noise)

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What do you think are the most important issues locally?

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What kind of development would you like to see delivered in the local area?

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Appendix 3 – Exhibition invitation newsletter and Freepost survey –
November 2018



TWICKENHAM

TW2

GREGGS BAKERY SITE
NOVEMBER 2018



AERIAL VIEW OF EXISTING GREGGS BAKERY SITE

DEAR NEIGHBOUR,

I am writing to introduce London Square, who are reviewing opportunities for the redevelopment of the Greggs Bakery site between Crane Road and Norcutt Road, which is now surplus to Greggs' operational requirements.

Working with award-winning Assael Architecture, we are preparing proposals for the site and would like to invite our neighbours to a public exhibition on **Monday 3** and **Wednesday 5 December 2018**, further details are included overleaf.

In addition, in order to understand your views and aspirations ahead of the wider consultation, enclosed with this newsletter is a short survey that we would be grateful if you could complete and return.

We are committed to working with local residents and stakeholders throughout the development of our design proposals. We hope that you are able to attend our public exhibition and we would be grateful for your feedback.

If you have any questions or would like to know more about the proposals, please contact Cascade Communications, who are assisting us with our community engagement at consultation@cascadepr.co.uk or **020 7871 3565**.

Yours faithfully,
Mark Smith

Development Director
For and behalf of London Square



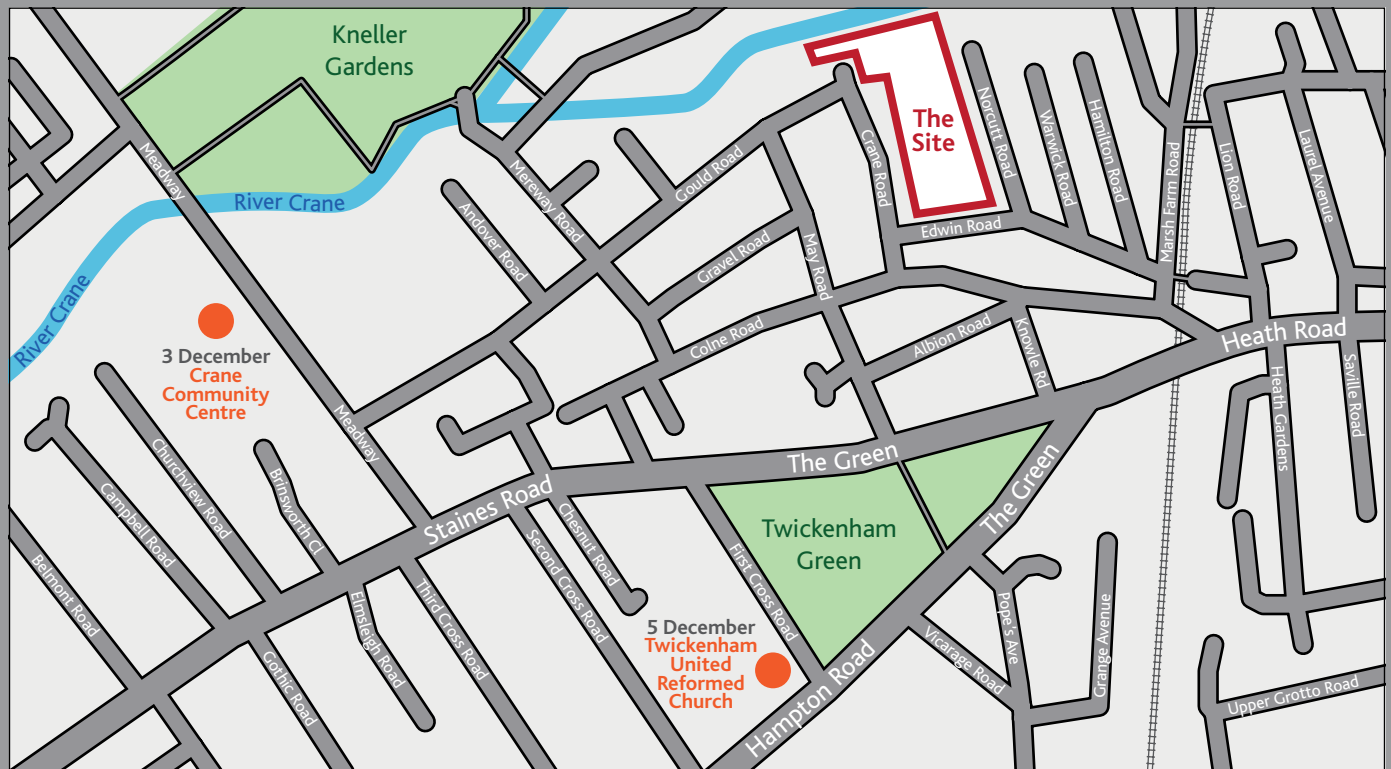
VIEW OF EXISTING GREGGS BAKERY SITE FROM CRANE ROAD



VIEW OF EXISTING GREGGS BAKERY SITE FROM EDWIN ROAD

www.londonsquaretwickenham.co.uk

INVITATION TO A PUBLIC EXHIBITION



On: Monday 3 December 2018 from 4pm to 8pm

At: Crane Community Centre
56 Meadway, Twickenham TW2 6PQ

On: Wednesday 5 December 2018 from 4pm to 8pm

At: Twickenham United Reformed Church
3 First Cross Rd, Twickenham TW2 5QA

If you are unable to attend our public exhibition, the proposals will be available to view from Thursday 6 December 2018 at our project website: www.londonsquaretwickenham.co.uk



LONDON SQUARE -
101 103-105 WALDEGRAVE ROAD, TEDDINGTON

LONDON SQUARE

Founded in 2010, London Square seeks to build high-quality residential-led developments to reflect the aspirations of the local communities where we work. We have a proven track record of delivering new homes across the borough of Richmond, including the Star and Garter in Richmond and Waldegrave Road in Teddington.



LONDON SQUARE - STAR AND GARTER, RICHMOND HILL

CONTACT US:

For more information on the proposals contact us at:

E: consultation@cascadep.co.uk
T: 020 7871 3565
W: www.londonsquaretwickenham.co.uk

Freepost Public Consultation (Cascade)
RTUA-THGR-LUYK
26 Noel Street
London
W1F 8GY

www.londonsquaretwickenham.co.uk



TWICKENHAM

TW2

GREGGS BAKERY SITE
NOVEMBER 2018

Having read our newsletter we would like to hear your views about the future of the Greggs Bakery site.

Please return your feedback using the Freepost envelope provided.

We would like to understand your views and aspirations for the site and the surrounding area. There will be a further opportunity to provide feedback on our proposals at our public exhibition, and on our website following the events.

Please provide us with your name and contact details so that we can keep you informed of the proposals as they progress.

Name:

Address:

Postcode:

Daytime telephone: Email:

Please indicate if you (tick all that apply):

Live locally Work locally Are a member of a local organisation (If so, please specify which one)

How long have you lived/worked in the area?

0-5 years 5-10 years 10-20 years 20+ years

Which are you following aspects are the most important to you in the redevelopment of the site?

Issue	Very important	Important	Neutral	Not important	Not very important
High-quality new homes, including affordable homes					
Retention of heavy industrial use at site					
Design and architecture					
Landscaping					
Highways and access arrangements to the site					

Do you support the provision of new homes in the local area?

Yes No Unsure

Please explain the reason for your answer:

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What are your priorities for the local area?

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Please provide us with any other comments you have at this stage:

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Please tick this box if you are happy for us to use the contact details provided to keep you updated in relation to this project:

Thank you for providing your feedback.

Appendix 4 - Stakeholder letter in advance of public exhibition –
November 2018

19 November 2018

Dear Councillor XXX

London Square – Proposals for Greggs Bakery site, Gould Road, Twickenham

I am writing to update you on the emerging proposals for the Greggs Bakery site between Crane Road and Norcutt Road, Twickenham.

As you may be aware, last year London Square and Greggs plc agreed to explore redevelopment opportunities for the site, which is surplus to Greggs' operational requirements. We are now preparing proposals for the site. We wrote to you earlier this year seeking a meeting to introduce the team as well as being able to understand your views and aspirations for the site. We would still welcome the opportunity to meet with you as we progress our plans along with public consultation.

We are committed to working with the community and will be shortly inviting local residents to a public exhibition to view the proposals. In order to inform our proposals we recently undertook door-to-door survey in the directly adjacent streets to the site to under local residents' views, aspirations for the site and potential issues.

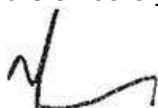
I would like to take the opportunity to share some of this feedback with you. Of the approximately 140 addresses approached, 21 provided feedback; key themes included preference for residential development, importance of neighbouring amenity and adequate provision of parking. As well as specific comments regarding a desire for the design to be in keeping with local area in terms of style, scale and density.

We are inviting residents to our upcoming public exhibition to display our proposals on Monday 3rd and Wednesday 5th December via a newsletter which is being distributed locally, alongside a freepost survey to continue to better understand local residents' priorities and views. Further details of the event are on included on the newsletter, which has been enclosed for your information.

If you would like to organise a meeting or have any questions, please contact Alex Haden at Cascade Communications, who is assisting us with our community consultation, on 020 7871 3565 or by email at ahaden@cascadepr.co.uk.

We hope to meet you soon.

Yours sincerely,



Mark Smith
Development Director
London Square

Appendix 5 – Information boards displayed at public exhibition –
December 2018



TWICKENHAM

TW2

WELCOME

Welcome to our public exhibition outlining our proposals for the Greggs bakery site between Crane Road and Norcutt Road.

In 2017, London Square and Greggs plc reached an agreement to explore opportunities for the redevelopment of the bakery site. This follows the decision of Greggs plc to cease the bakery operation, alongside two other bakeries as part of a nationwide plan to centralise its operations.

We are proposing a residential development that would provide new private and affordable homes for Twickenham, alongside improvements to public realm and landscaping.

Members of the project team are in attendance today to answer any questions you may have. Feedback forms are available and we encourage you to give us your comments so that the team can ensure that all feedback is properly recorded.

The Team



London Square

Founded in 2010, London Square takes its name from the spirit of London's famous squares, and the sense of community and enduring legacy that these spaces have provided over the centuries.

London Square has excellent experience in the creation of quality homes across Greater London. Our aim is to create a sense of place and community in every development that we work on.

Examples of our local developments:

- The Star and Garter – the meticulous restoration and conversion of the Grade II listed landmark on Richmond Hill.
- Ancaster Gate, Richmond Hill
- Waldegrave Road, Teddington



London Square – The Star and Garter, Richmond Hill

Assael

Assael Architecture

Assael is an award-winning architectural practice of architects based in south west London, providing urban design, architectural and interior design services to a range of developers, investors and local authorities.

Assael specialise in residential-led design and is well known for its responsive approach to design particularly in challenging circumstances.

Assael have secured a number of design and housing awards on a range of schemes across the UK, including:

- Ham Mill, Stroud
- Farm Lane, Fulham
- Macaulay Walk, Clapham



Assael Architecture for London Square – Waldegrave Road, Teddington



Assael Architecture for London Square – Rainsborough Square, Fulham



Assael Architecture for Grainger plc – Macaulay Walk, Clapham

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THE SITE

The 1.1 hectare site currently comprises industrial and office buildings that were used as production facilities by Greggs plc. The site sits within an established residential area, bounded to the east, south and west by terraced housing.



View of local area (with site outline in red)

Whilst it was operating as a bakery facility, the site generated a number of regular HGV movements both at day and night. This often conflicted with the site's location in a predominantly residential area, leading to a number of issues, including:

- Damaged footpaths and kerbs
- Issues around pedestrian safety
- Complaints lodged by residents regarding noise and poor air quality
- Damage to parked cars



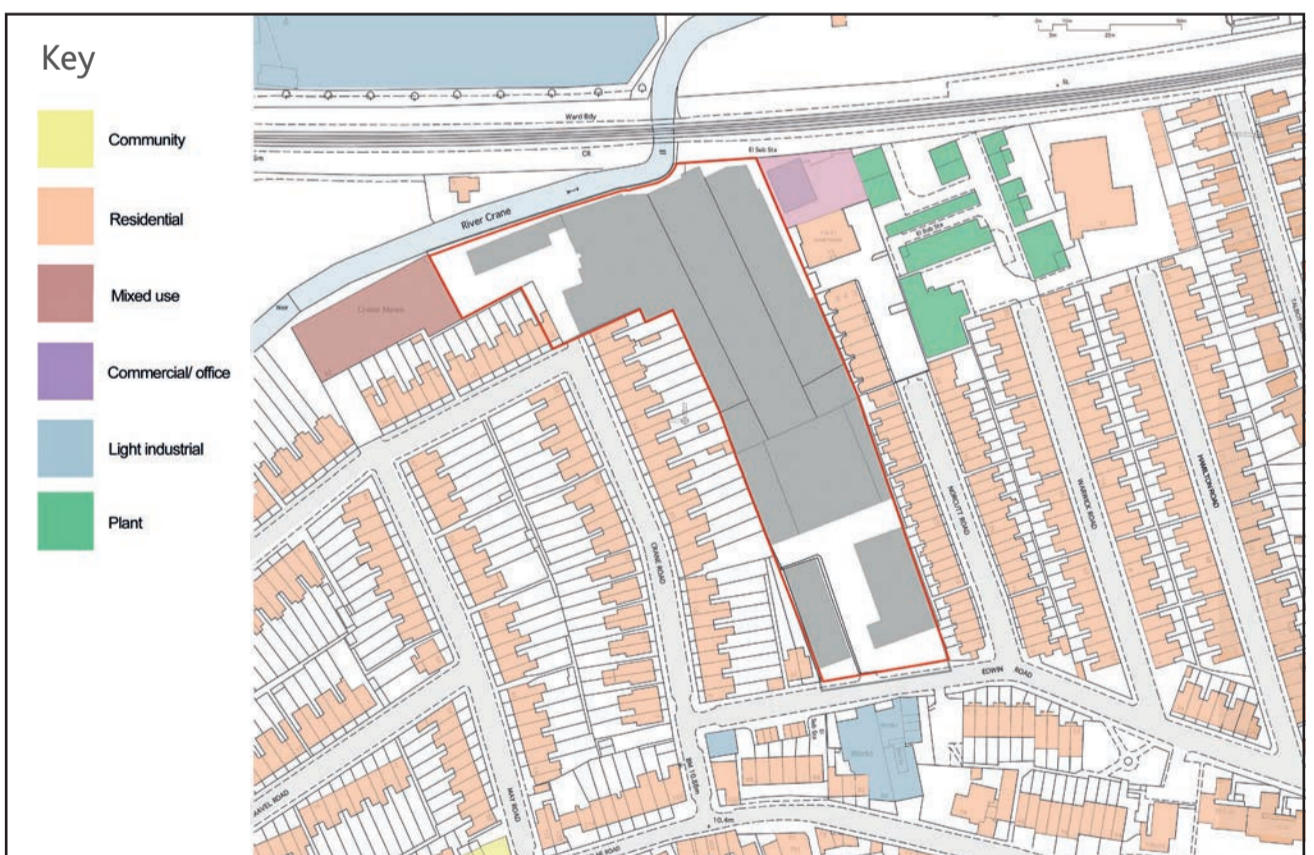
View of site from Gould Road



View of site from Edwin Road

Surrounding uses and emerging context

Several schemes are emerging near the site. Crane Mews, to the west of the site, is a mixed-use development that includes studios and small-scale businesses. These redundant commercial units have been reused and developed to create a gated mews style development. An application for a part four, part five-storey building comprising of 49 student apartments on Norcutt Road was also granted on appeal in May this year.



Surrounding land use diagram

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OPPORTUNITIES AND CONSIDERATIONS

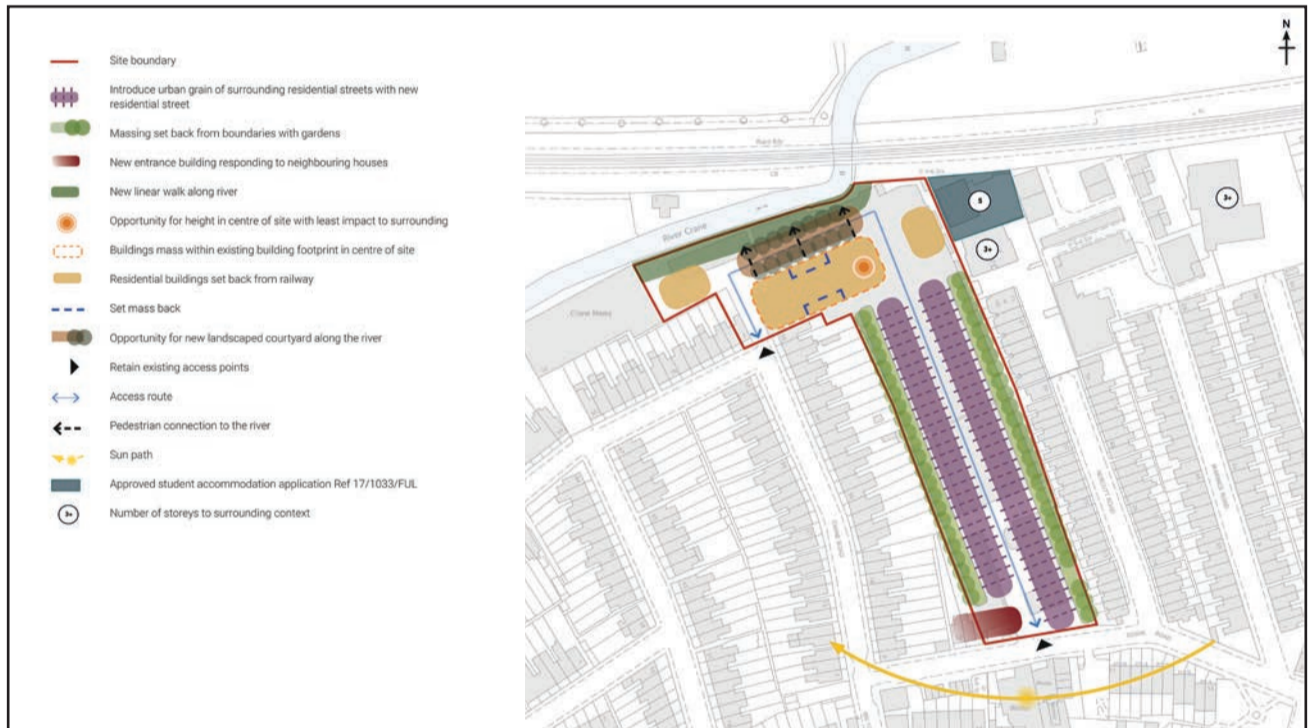
In developing the proposals we have undertaken detailed studies of the site's context. This has identified a number of opportunities and considerations, which have informed the principles and objectives of the scheme.

Opportunities:

- Bringing an underutilised brownfield site back into use
- Providing much needed homes in the borough, including an element of affordable housing
- Proposed land use more appropriate to the surrounding context
- Improving traffic conditions by removing HGV associated traffic
- Improve the area along the River Crane
- Introduce new linear walk along the River Crane
- Introduce high-quality public realm and landscaping

Considerations:

- Impact on the recently implemented controlled parking zone
- Proximity to railway and associated noise for future residents
- Overlooking of neighbours
- Impact on views across Craneford Way recreation ground
- Impact on views across the Crane Valley and the Hamilton Road Conservation Area
- Supporting infrastructure



Design opportunities diagram



Design considerations diagram

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OUR PROPOSALS

We are proposing to deliver up to 118 new homes and apartments comprising a mix of one, two, three and four bed properties in order to cater for a range of identified local housing needs. This will include:

- 34 no. x 1 bed
- 33 no. x 2 bed
- 40 no. x 3 bed
- 11 no. x 4 bed

A large proportion of these houses will be affordable homes and will be suitable for families. The amount and form of affordable housing is to be determined subject to viability and ongoing discussions with the London Borough of Richmond upon Thames.

As a residential development the proposals will have a reduced impact on our immediate neighbours in comparison with the previous industrial operations at the site, which necessitated the use of heavy goods vehicles, which were unsuited to the local road network.

Architectural approach and character area

As we have developed the design we have divided the site into three distinct character areas that respond to the immediate context:

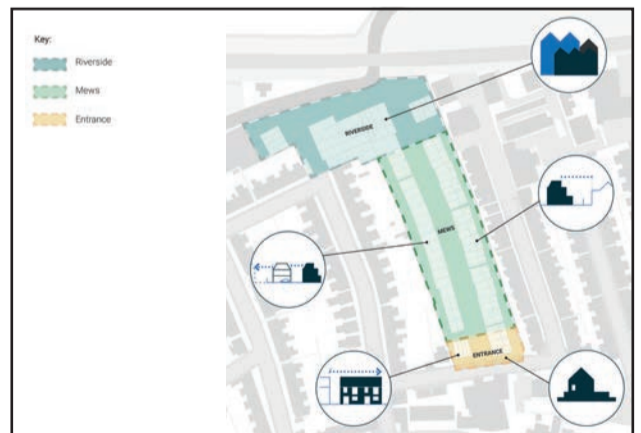
- Edwin Road entrance
- Mews street
- Riverside zone



Proposed ground floor plan



Distances between surrounding residential streets



Character areas

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CHARACTER AREA - ENTRANCE

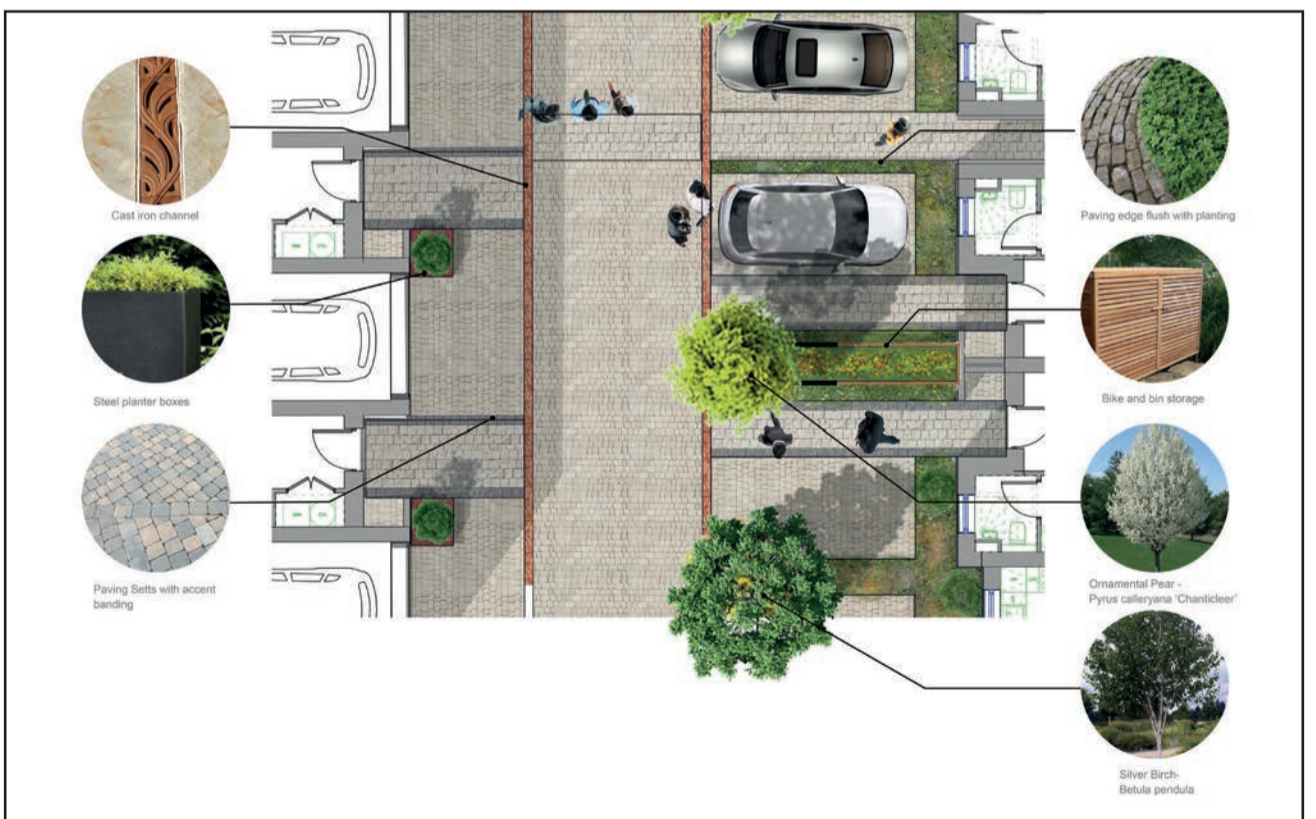
The entrance area has been designed to respond sensitively to immediate neighbours while the design and materials provide a legible entrance to the scheme. We have created a design which aims to contribute positively to the surrounding streetscape and safeguard the amenity of our closest neighbours.

The entrance area has been informed by the following design principles:

- Contemporary proposal providing legible entrance to the site
- Respond to the scale and building line of Edwin Road houses
- Gable end in keeping with the existing condition
- 2-storey housing with roof accommodation matching surrounding context
- Simple material palette of brick, metal and glass
- Drawing inspiration from the local road layout



CGI of proposed entrance to site along Edwin Road



Landscape materials palette

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CHARACTER AREA - MEWS STREET

The mews street, lined by 2.5-storey townhouses will reflect the urban grain of the surrounding context. A shared surface will enhance this lightly trafficked residential street and encourage pedestrian use.

The mews has been informed by the following design principles:

- Rear garden boundary treatment to avoid overlooking at ground floor
- Taking cues from the local road layout
- Stepped houses to create interest and articulation along the street
- 2.5-storey townhouses matching surrounding context
- A variety of elevational treatments to break up the street
- Use of mansard roofs to reduce the visual impact
- Wider house types to accommodate garages



CGI of central Mews street



Mews street – sketch section

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LONDON
SQUARE

TWICKENHAM

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CHARACTER AREA - RIVERSIDE ZONE

The riverside zone is populated by a series of apartment buildings ranging from 2 to 5 storeys taking advantage of the riverside setting and views over the recreation ground opposite. The design of the buildings has been developed so they appear as a collection of elements, which have been built over time, giving reference to its industrial past.

The buildings are set back from the river edge to provide a new riverwalk and 8m maintenance access for the Environmental Agency. This also reduces

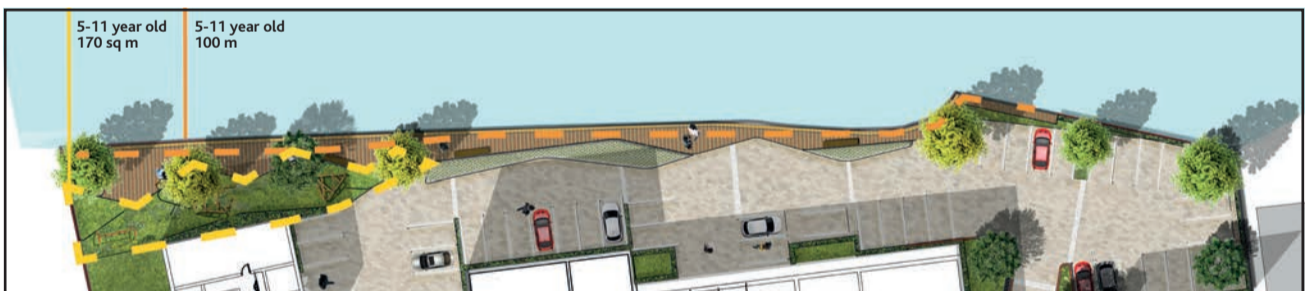
the impact of the massing from views across the river.

The architecture of the buildings has looked to take inspiration from industrial and wharf style buildings, with regular facades and varying roof scapes.

The proposals also aim to unlock this stretch of the River Crane, opening access for future residents and the local community, through the creation of a new linear walk and play facilities.



CGI of Riverside zone



Proposed 100 m riverside boardwalk



Roof plan illustrating proposed storey heights

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HIGHWAYS AND ACCESS

A specialist transport consultant WSP has been appointed to undertake assessments of the local highway network, parking levels and vehicle movements.

Access

There is existing vehicle access from Crane Road that enters into a parking area. A service vehicle access point is located south of the site on Edwin Road and provides access to a loading bay, which was historically utilised by lorries using the site.

It is proposed to maintain access to the site for vehicles. The proposed residential development will result in less intensive vehicle access to the site.

Parking provision

115 car parking spaces are proposed, including provision for disabled parking spaces, which will be in line with the current London Plan. Local car parking provision will not be affected as new residents will not be issued with parking permits and will not be allowed to park in existing local Controlled Parking Zones.

To promote sustainable travel, the plans include 222 cycle spaces for the residential properties.



Proposed access and servicing plan



Kerb damage on corner of Edwin Road and Marsh Farm Road



Typical HGV movements along Edwin Road

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TWICKENHAM

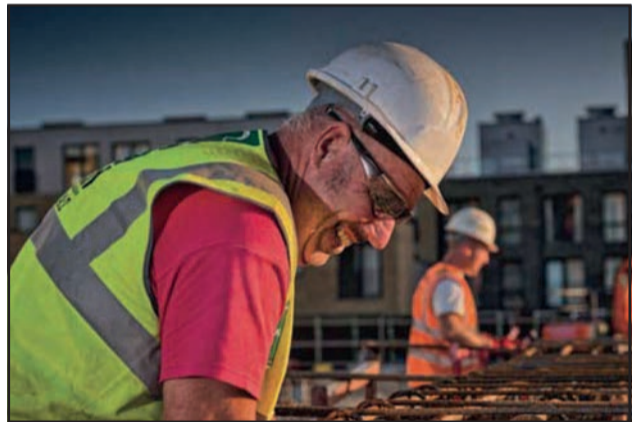
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CONSTRUCTION TRAFFIC MANAGEMENT

We understand the impact of construction on the local area and as a responsible neighbour we are giving careful consideration to those living and working close to the site to protect neighbouring amenity during the construction period.

We will work with our neighbours and are already considering ways to mitigate the construction and associated traffic. The works will follow guidance from London Borough of Richmond upon Thames and the views of the community.

- **Working Hours:** Working hours will be agreed with London Borough of Richmond upon Thames in advance of works commencing on site
- **Dust and noise monitoring:** Equipment will be set up to suppress and monitor noise and dust
- **Neighbourhood engagement:** We will establish ongoing communications with local residents as part of best practice
- **Supporting local communities:** We support the community by providing local employment opportunities, apprenticeships and training schemes
- **Working with other developments locally:** We will ensure a joined up and well managed approach is taken with other development locally
- **Considerate Constructors Scheme:** The site will sign up to the Considerate Constructors Scheme, a national initiative set up by the Construction Industry



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KEY BENEFITS

- Delivery of new high-quality homes, meeting a range of local identified housing needs
- Attractive landscaped public realm, including opportunities to open up a stretch of the River Crane
- A carefully considered and sensitive design, complementing the predominantly residential context
- Enhanced biodiversity and sustainable design
- A development inspired by the local context utilising high quality materials built to last



CGI of proposed scheme from Craneford Way recreation ground (Approved student accommodation scheme to the left)

Thank you for attending our public exhibition.

Please take the time to complete a feedback form before you leave to let us know your views on our proposals. All feedback will be taken into consideration by the development team in advance of submitting a planning application to London Borough of Richmond upon Thames.

You can take a feedback form away and return it via Freepost, or fill it out on our website. All the information displayed at this event will be available to view online from Thursday 6 December – www.londonsquaretwickenham.co.uk

We are committed to engaging with the local community. If you would like to find out more about our proposals, or if you have any questions, please do not hesitate to contact us.

Contact us

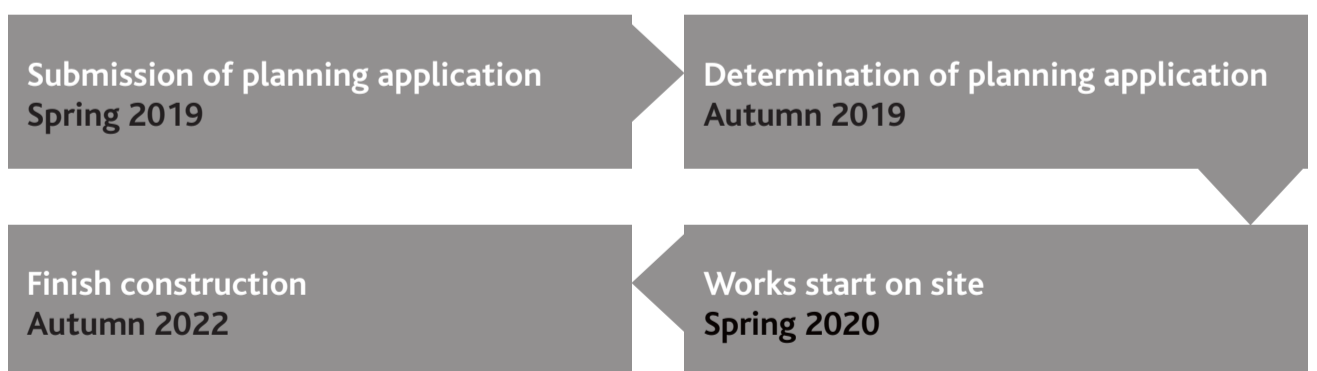
T: 020 7871 3565

E: consultation@cascadepr.co.uk

W: www.londonsquaretwickenham.co.uk

**Freepost RTUA-THGR-LUYK
Public Consultation (Cascade)
26 Noel Street
London
W1F 8GY**

Indicative programme:



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Appendix 6 - Exhibition questionnaire – December 2018



TWICKENHAM

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**GREGGS BAKERY-
PUBLIC CONSULTATION
DECEMBER 2018**

Thank you for attending our exhibition. We would appreciate any comments or feedback you have on the proposals. To further review the plans please visit our website from **Thursday 6 December** www.londonsquaretwickenham.co.uk. An online version of this feedback form will also be available on our website.

PLEASE COMPLETE IN BLOCK CAPITALS.

Please provide us with your name and contact details so that we can keep you informed of the proposals as they progress.

Name:

Address:

Postcode:

Telephone number: Email:

Please indicate which of the following apply to you:

I live locally I work locally

Member of a local residents' group or amenity society (If so, please specify which one)

Please provide your views on the provision of the following as a part of the redevelopment of the site?

	Strongly support	Support	Neutral	Do not support	Strongly do not support
High quality new homes, including affordable housing					
Proposed land use more sensitive to the surrounding residential area					
New connections through the site to the River Crane					
New public realm, including provision of children's play space					
Design and architecture sympathetic to the local area					
Improved appearance of the site					

Do you support the principle of redeveloping the site for residential use?

Support Neutral Do not support

Please explain the reason for your answer:

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Based on the information provided at the public exhibition, do you support London Square's current proposals for the redevelopment of the site?

Support Neutral Do not support

Please explain the reason for your answer:

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Please provide us with any additional comments you may have:

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Please tick if you would like to be kept informed about the proposals (your details will remain confidential and not be passed to any third party)

All data received will be processed by Cascade Communications on behalf of London Square. All data will be kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Contact information will only be used to update neighbours on information relating to this project and your data will be kept for no longer than two years. Feedback will be reviewed by London Square and their consultants and an anonymised summary will be submitted to the London Borough of Richmond upon Thames as part of any planning application. Further details can be found in our privacy statement. Please contact us for details.

Please return this survey in the box provided or to:
FREEPOST RTUA-THGR-LUYK
Public Consultation (Cascade), 26 Noel Street, London, W1F 8GY