

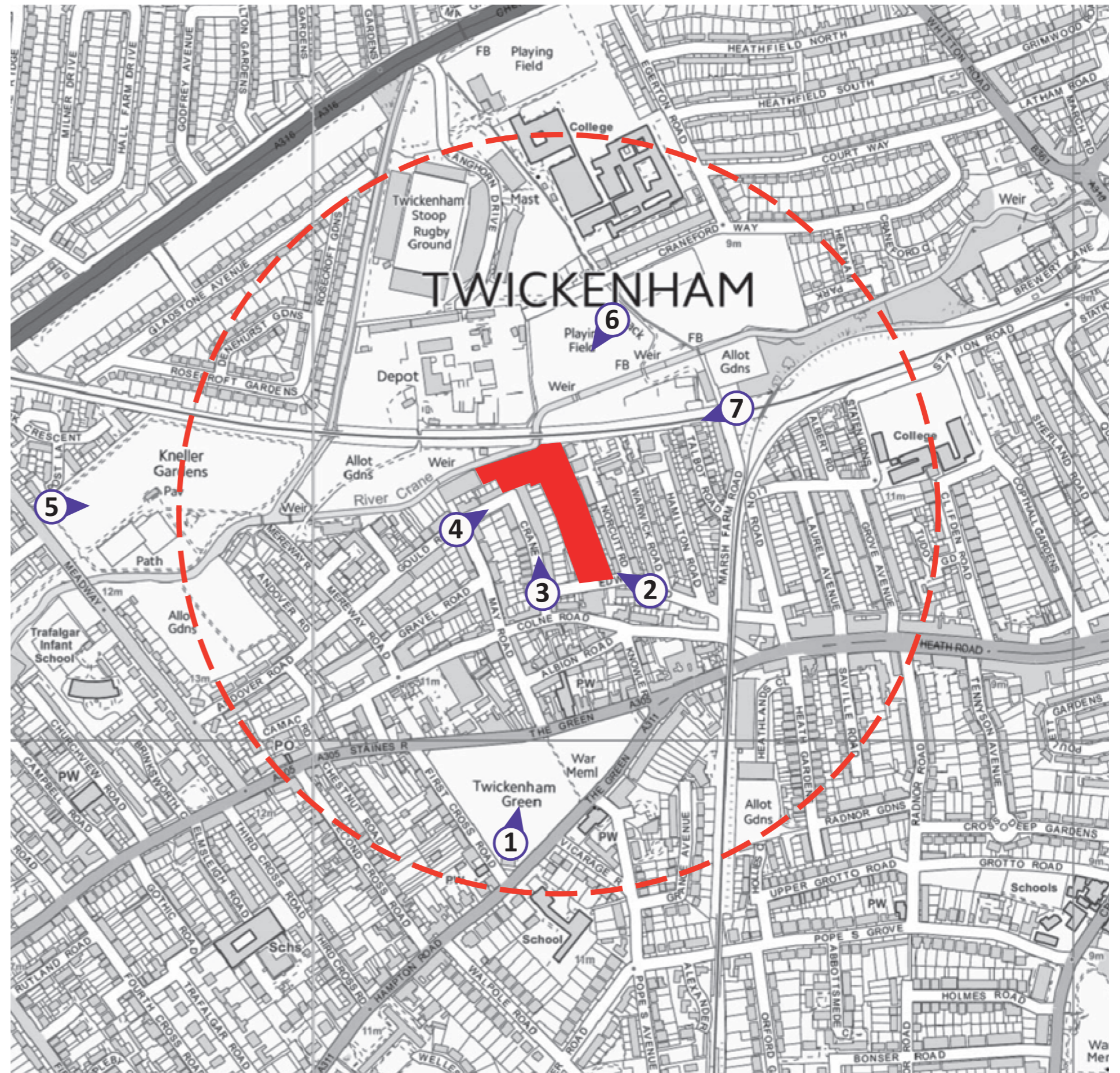
2.13 Townscape AVR's

The following seven views have been identified by the appointed Townscape and Visual Impact Assessment consultant, arc Landscape Design, to test for effects on the townscape.

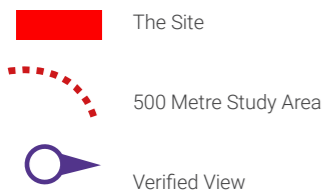
These views were chosen early on in the process to inform the design evolution. Our proposal has been developed to respond to these views and ensure the scheme fits comfortably into the existing context.

A full Townscape and Visual Impact Assessment has been submitted separately in support of this application.

1. Twickenham Green's south corner, adjacent to the cricket pavilion looking north
2. Southern pavement of the junction between Warwick Road and Edwin Road, looking northwest
3. Western pavement of the junction between Crane Road and Edwin Road, looking north
4. South western pavement of the junction between Gould Road and May Road, looking east
5. Kneller Gardens western corner, looking east
6. Craneford Way Recreational Ground eastern side (to the south of the playground) looking southwest
7. Footbridge crossing the railway, looking southwest



1. Twickenham Green's southern corner, adjacent to the cricket pavilion, looking north





2. Southern pavement of the junction between Warwick Road and Edwin Road, looking northwest



5. Kneller Gardens western corner, looking east



3. Western pavement of the junction between Crane Road and Edwin Road, looking north



6. Craneford Way Recreational Ground eastern side (to the south of the play ground) looking southwest



4. South western pavement of the junction between Gould Road and May Road, looking east



7. Footbridge crossing the railway, looking southwest

2.14 Planning policy context

The development plan for the London Borough of Richmond upon Thames comprises:

- The NPPF (2019)
- The London Plan (March 2016)
- The London Borough of Richmond upon Thames Local Plan (July 2018)
- The Draft London Plan (August 2018) is a material consideration

The following Supplementary Planning Guidance have been taken into account in the design of the scheme:

- Mayor's Housing SPG (March 2016)
- Mayor's Sustainable Design and Construction (April 2014)
- LBRuT Affordable Housing Supplementary Planning Document (SPD) (March 2014);
- LBRuT Car Club Strategy (December 2006);
- LBRuT Design Quality SPD (February 2006);
- LBRuT Development Control for Noise Generating and Noise Sensitive Development (September 2018);
- LBRuT Front Garden and Other Off-Street Parking Standards (September 2006);
- LBRuT Refuse and Recycling Standards (April 2015)
- LBRuT Residential Development Standards (March 2010)
- Housing Optional Technical Standards and inclusive access (June 2015)
- LBRuT Sustainable Construction Checklist (January 2016)
- Twickenham Village Planning Guidance (January 2018)

The Site is subject to the following designations within the Local Plan (July 2018):

- Archaeological Priority Area
- Key Office Area - West Twickenham Cluster
- Locally Important Industrial Land and Business park – West Twickenham cluster (including Greggs Bakery and surroundings), Twickenham.

The existing Bakery site (B2 Class Use) is identified within the 'West Twickenham Cluster (including Greggs Bakery and surroundings), Twickenham' designated Locally Important Industrial Land and Business Park. The site is also located within the 'West Twickenham Cluster' Key Office Area.

Given the site's location within a primarily residential area and the identified amenity impacts and site constraints associated with HGV movement to and from the site, the continued use of the site for employment led floorspace is considered unsuitable.

Furthermore, there is an acute housing shortage across London and within the London Borough of Richmond and the site is considered appropriate to deliver an important contribution to the overall housing supply and affordable housing offer within the Borough. The proposals therefore comprise a sensitive residential led scheme with an element of affordable office floorspace.

The scheme has been carefully designed and responds to the site constraints and surrounding context in accordance with the Local Plan Policies LP 1 (Local Character and Design Quality) ; LP2 (Building Heights); LP17 (Green Roofs); LP5 (Views and Vistas); LP8 (Amenity and Living Conditions); LP 31 (Playspace); LP35 (Housing Mix and standards); LP22 (Sustainable Design and Construction).

In summary, the current proposals will deliver the following public benefits which are considered to outweigh any loss of the redundant employment space:

Delivering 116 residential dwellings which will contribute to the Borough's much needed housing supply;

- 183 sqm of flexible, affordable commercial floorspace will be provided in line with local need;
- A good level of affordable housing will be provided on site;
- Development of a brownfield site;
- Significant amenity improvements to neighbouring properties by providing residential into the existing settlement area and removing unneighbourly industrial uses;
- Significant highways improvement will be achieved by removing the need for HGV's trips along on residential streets;
- Opportunities for opening up access to the River Crane at the northern end of the site for landscaping and playspace.
- Creating a new street scene and improving the visual appearance of the site.





Introduction

Context

3.0 Design process

Design response

Landscape

Technical design

Access

Appendices
















Design process

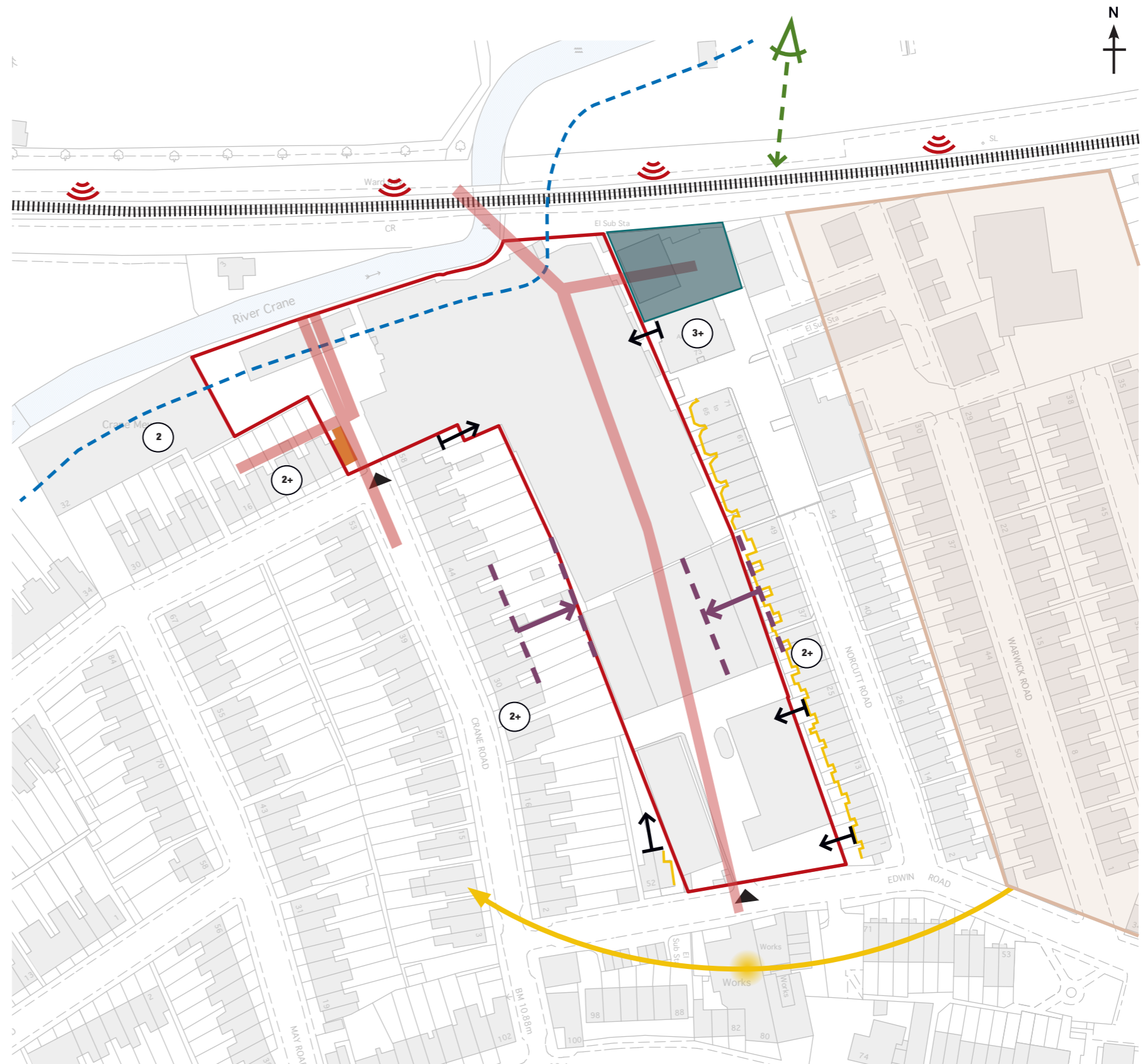
3.1 Introduction

The site presents a number of opportunities and constraints that have been considered and addressed in the design. From this analysis, a design strategy has been adopted and a design response prepared.

3.2 Design constraints

The following constraints have been considered and mitigated. This analysis has informed the design principles.


















-  Site boundary
-  Main sewer lines and associated restriction of 1.5m clearance either side
-  Noise and air pollution from the railway
-  Railway level at the same level as the site
-  Existing house within the site boundary
-  18 metres overlooking distances
-  8 metres river access requirement for Environmental Agency
-  Potential sunlight, daylight and overshadowing considerations
-  Surrounding storey heights
-  View from park
-  Adjacent townhouses close to site boundary
-  Existing access points
-  Sun path
-  Approved student accommodation application Ref 17/1033/FUL
-  Hamilton Road Conservation Area 72



Design constraints diagram

3.3 Design opportunities

The site also presents opportunities that have informed our design approach, set out below.

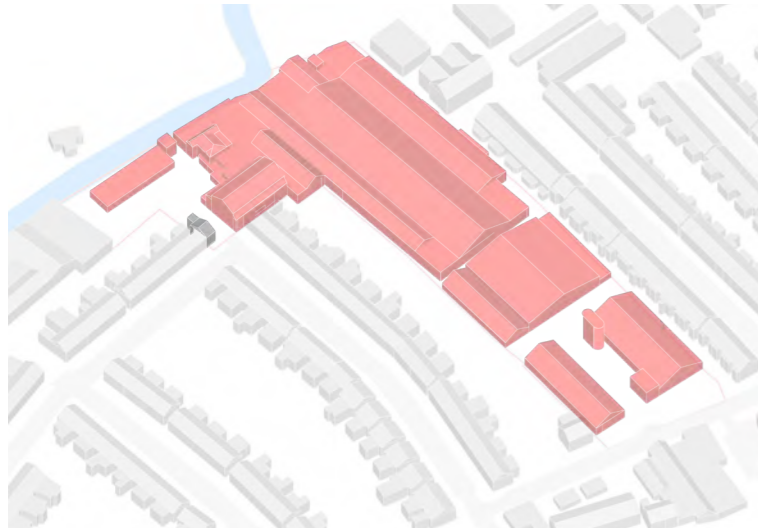
-  Site boundary
-  Introduce urban grain of surrounding residential streets
-  Massing set back from boundaries with gardens to the east and west
-  New commercial entrance building that responds to orientation of neighbouring houses
-  Improved riverside access with landscaping
-  Opportunity for height in centre of site
-  Buildings mass within existing building footprint in centre of site with least impact to surrounding
-  Residential buildings set back from railway and river
-  Break up massing
-  Opportunity for new landscaped urban courtyard along the river
-  Existing access points
-  New vehicle and pedestrian access route through site
-  Safeguard area in landscape for potential future bridge link
-  Pedestrian connection to the river
-  Sun path
-  Approved student accommodation application Ref 17/1033/FUL
-  Number of storeys



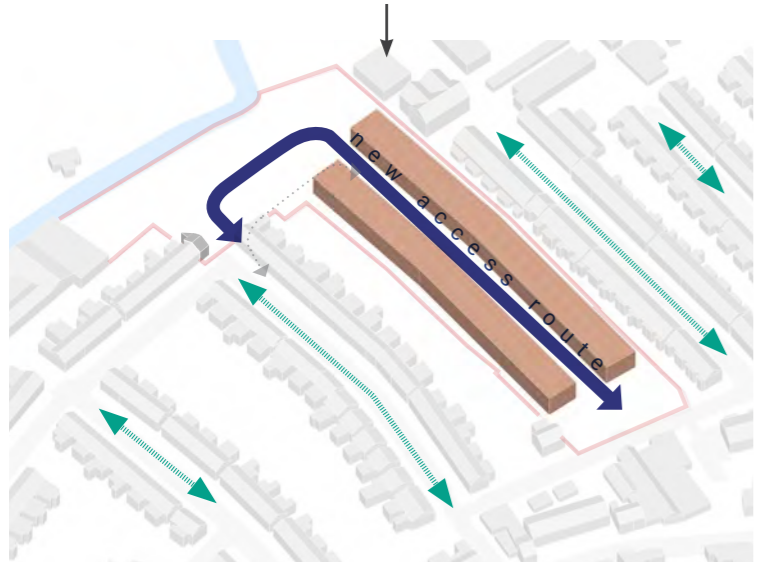
Design opportunities diagram

3.4 Design principles

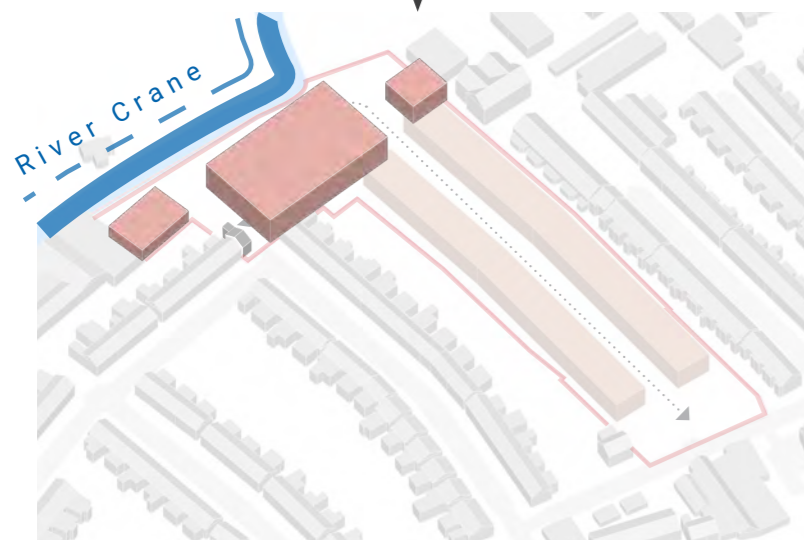
We have set out principles that underpin our design approach. These are illustrated in the following sequence of diagrams



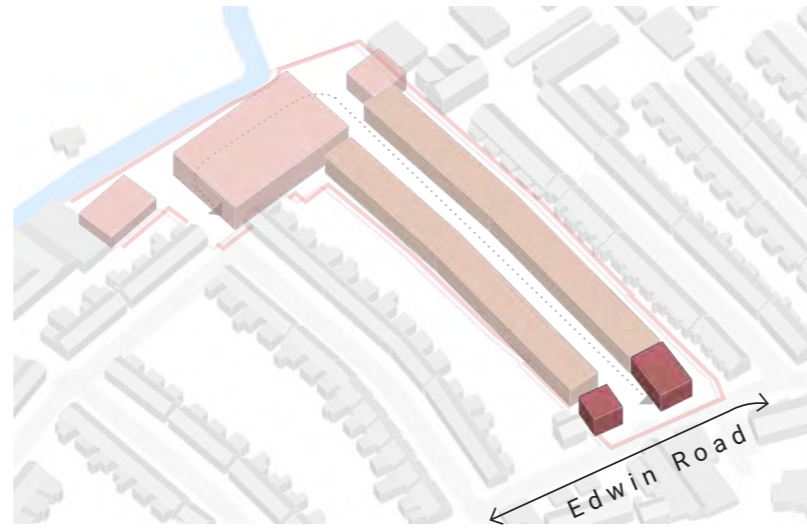
1. Remove all existing buildings with the exception of the end terrace house



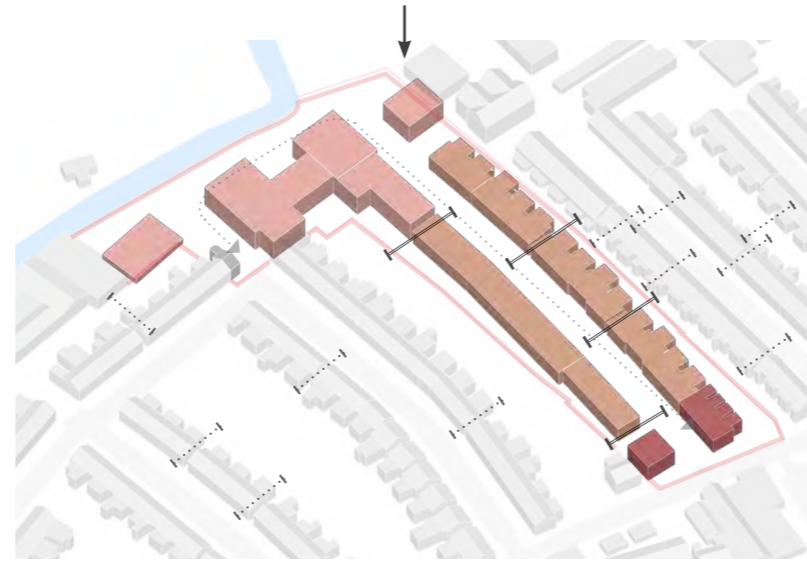
2. New access routes through the site, with building mass on either side forming a new terraced street



3. Larger building footprints towards the river and railway edge



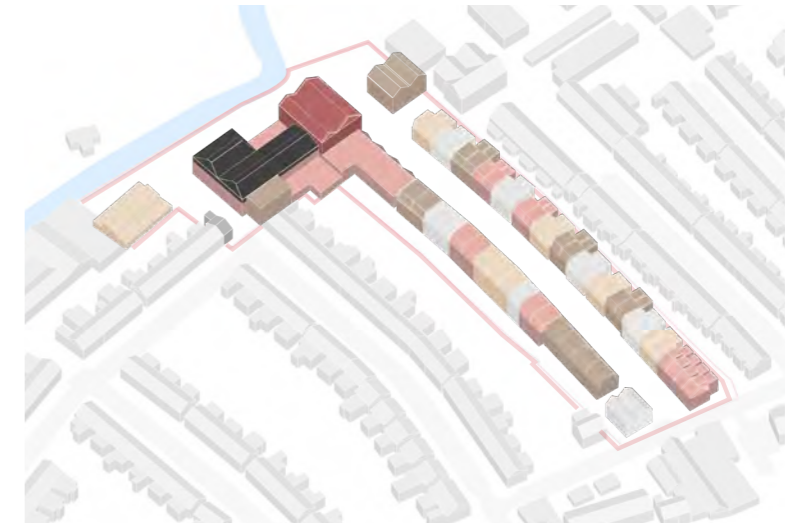
4. Smaller buildings to respond to the Edwin Road character



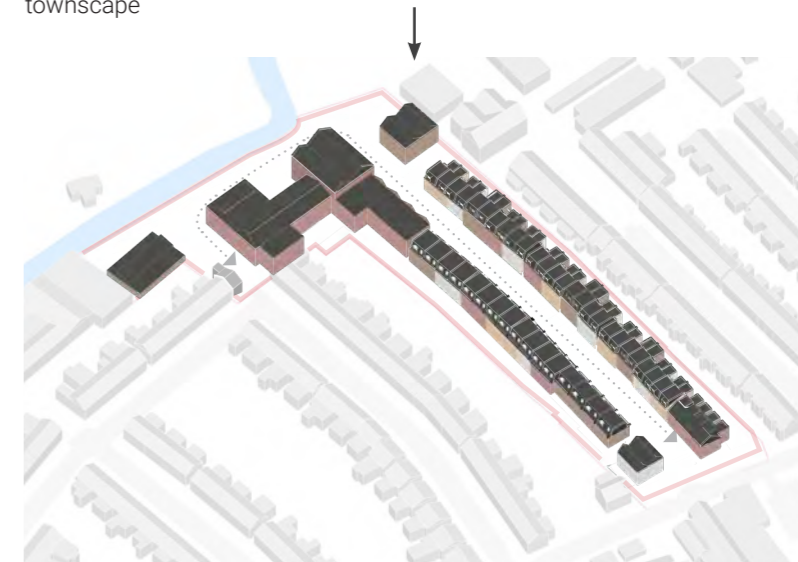
5. Articulation of massing into collections of blocks with breaks in keeping with the surrounding context



6. Variation in materiality to reflect the surrounding street characters



7. Heights and roof forms to respond to the context and blend it into the townscape



8. Developed roofscape to respond to the context

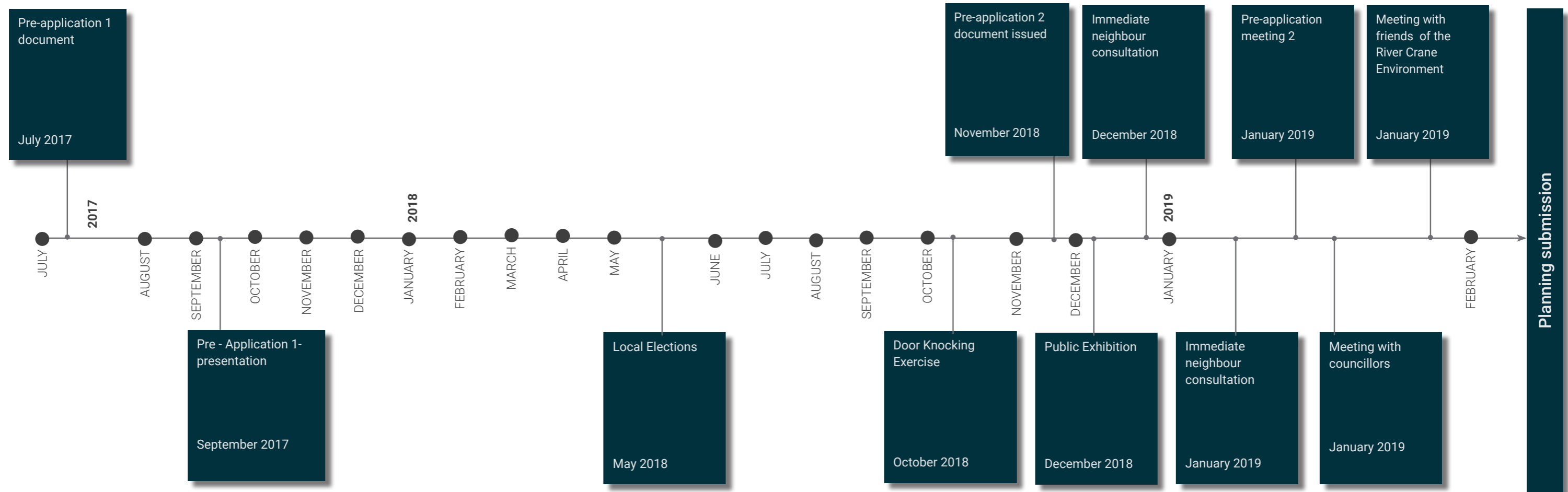


9. Optimise landscaping to riverside, gardens and new street

3.5 Consultation timeline

This section summarises the consultation undertaken with key stakeholders and identifies themes that have been addressed in the design of the proposals as a result of this consultation process. The principle aim of consultation was to provide the opportunity for all stakeholders to review and comment on the proposals.

A Statement of Community Involvement has been prepared by Cascade Communications in support of this application.



3.6 Pre-application 1 proposal - 12th September 2017

A new residential development that represents an efficient reuse of an existing site in a highly sustainable and well connected location, in line with the principles of national, regional and local policy.

A mixture of 118 private and affordable houses and apartments, including 48 three bed houses and 70 apartments.

- 111 parking spaces including 17 garages
- 133,875 sq ft GIA
- 379 habitable rooms

Site area 1.16Ha
Density 107 Units/Ha or 344 Hr/Ha

Preliminary mix:

- 27 x 1 bed apartments
- 39 x 2 bed apartments
- 52 x 3 bed apartments

Our proposals included:

- A series of new homes with a complementary mix of unit sizes including terraced houses
- Apartment buildings to the north, ranging from 3-6 storeys
- Predominantly dual aspect homes for enhanced outlook and daylighting and to avoid direct overlooking
- New buildings set away from eastern and western boundaries
- Dedicated car parking spaces
- Landscaped amenity spaces including private gardens, terraces and public yard
- Flat, active green roofs



Artist's sketch of Pre-application 1 proposals



Pre-application sketch - mews street



Pre-application sketch - apartment buildings towards the river



Pre-application sketch - riverfront

The following pages identify the main themes commented on at the pre-application 1 meeting, subsequent notes and how we have responded.

Comments

Scale and Massing

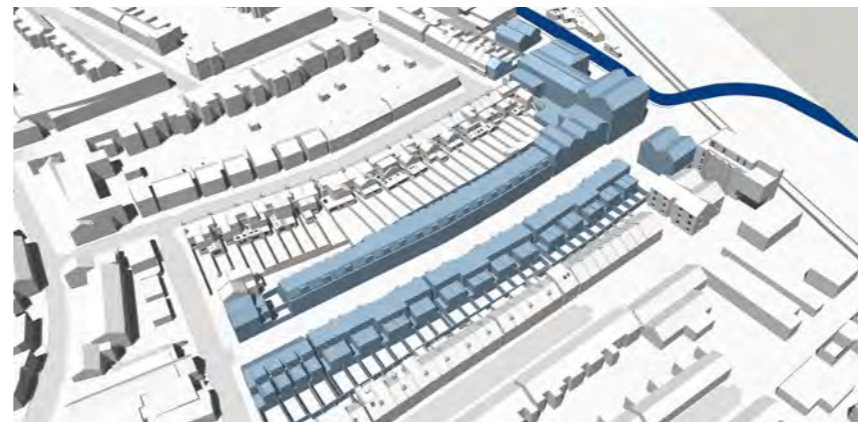
- The proposal for a six storey building at the northern end of the site was considered **excessive and over-development**
- The scheme should avoid **impacting on views** from: across the Crane Valley; on the small scale surroundings; and on the Hamilton Road Conservation Area



Our response

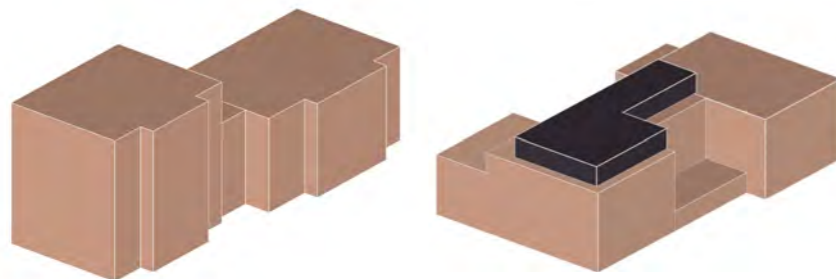
Scale and Massing

- Massing of taller building was reduced from six to five storeys
- Top floor of townhouses within a roof to reflect neighbouring attic extensions and to reduce visual impact from new street



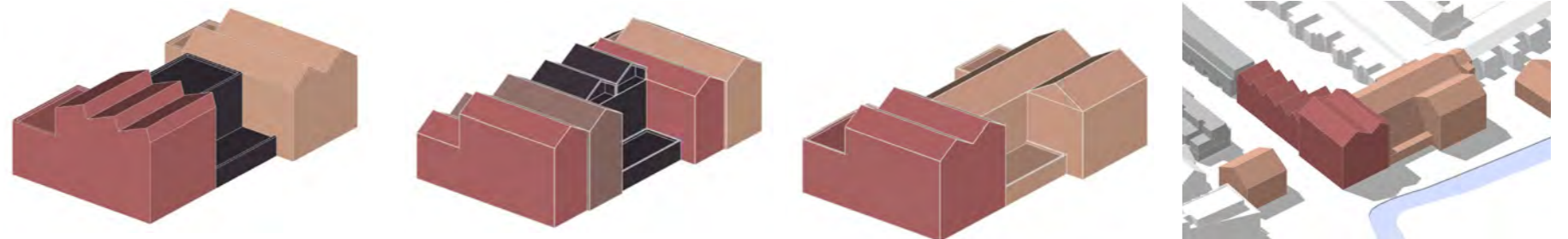
Architectural Approach

- A more organic appearance was suggested
- The proposed apartment building was considered to step up excessively



Architectural Approach

- We reviewed the building forms, roofscapes and materiality to break down the massing from local and distant views and to embed the design in the context
- A variety of different materials give identity to each building while pitched roofs respond successfully to the context and reflect the industrial forms currently found on the site.
- The diagrams below illustrate the massing evolution and design iterations explored



Comments

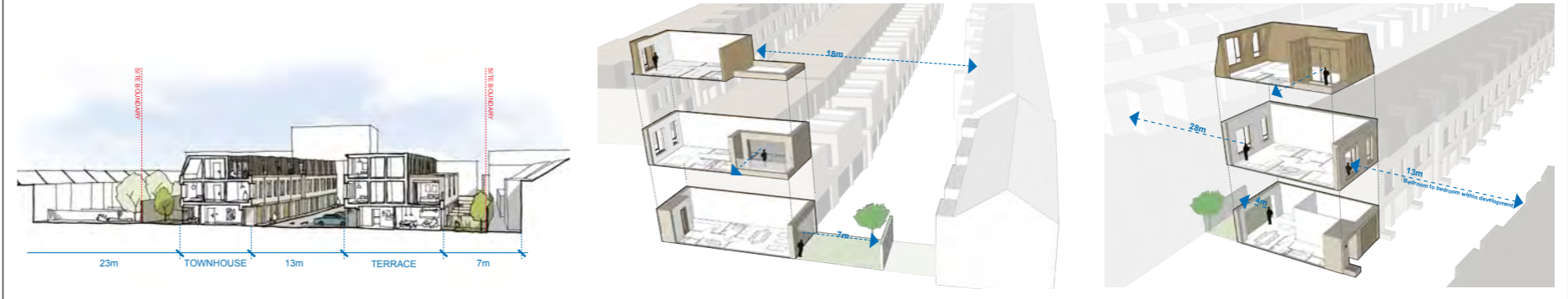
Overlooking and privacy

- Overlooking and privacy to be considered with a minimum of **13.5 metres** between blank wall or bathroom windows and a minimum of **20 metres** between habitable rooms and existing houses

Our response

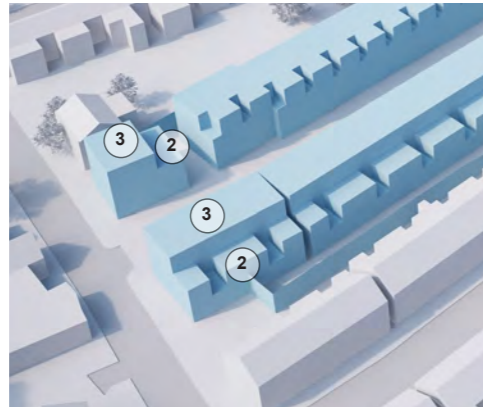
Overlooking and privacy

- Townhouse designs mitigate direct overlooking of habitable rooms between the new terrace houses and adjoining properties on Norcutt Road with the introduction of upper level terraces. This facilitates windows for daylight and visual aspect and any proposed windows on the east elevation will be obscure
- The proposed terrace houses that back onto neighbouring properties along Crane Road are in excess of 20m overlooking distance



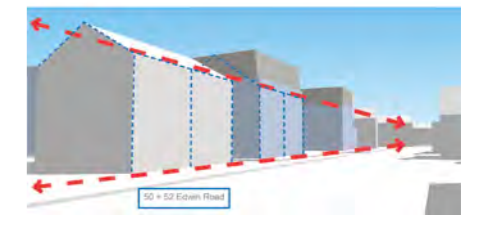
Edwin Road houses:

- The development should relate to the Victorian terraces of 50 & 52 Edwin Road and not be more than 3 storeys



Edwin Road houses:

- The houses fronting Edwin Road were reduced to two storeys, stepping up behind to three storey houses
- Floor heights were also reduced to respond to the existing adjacent houses along Edwin Road
- An alternative option was explored that continued the line of houses along Edwin Road even further in an attempt to activate the street. This was however discounted as the existing condition of ending a row of terraces with a gable wall was more in keeping with the area, as already proposed on the proposed eastern terraces
- Further design evolution to emulate the gable end condition was reviewed for the houses fronting Edwin Road which resulted in a more successful, contemporary response



Comments

Landscaping

- The current parking edge adjacent to the River Crane needs to be "softened"

Our response

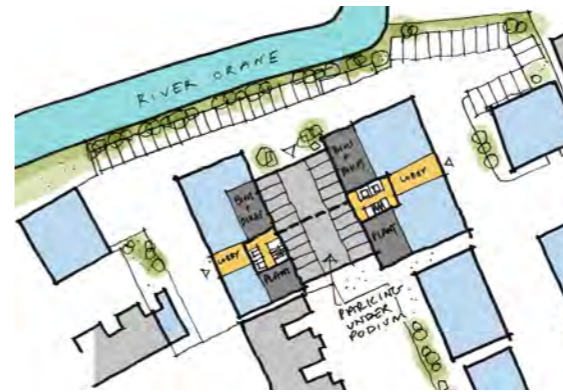
Landscaping

- We explored a series of options to maximise landscaped public realm along the river
- These options included; moving the apartment northwards with the access road to the south; concealing parking within a podium in the apartment building; and moving external parking away from the river edge as can be seen in the diagrams below
- Option 3 was the preferred option as it maximises the amount of green space, without increasing the impact of the buildings in views from the north

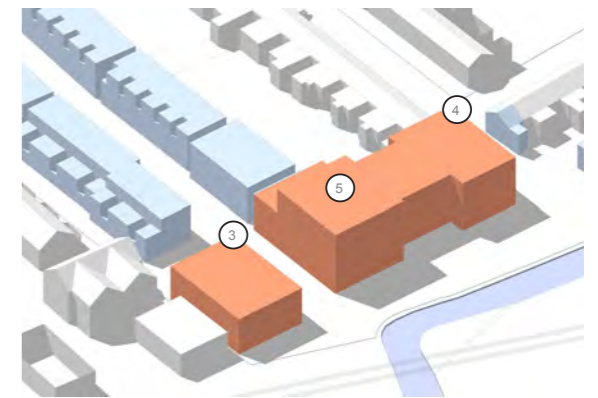
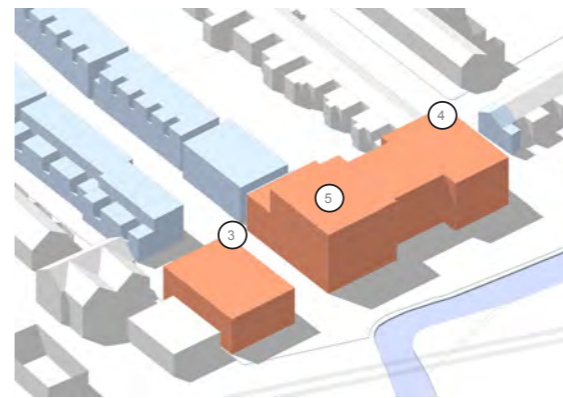
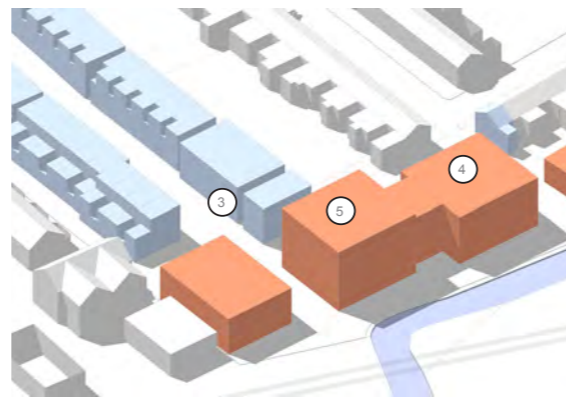
Option 1



Option 2



Option 3



Parking and cycle

- 114 spaces required, 10% of which should be disabled standard.
- The addition of car clubs are encouraged
- 114 cycle spaces would be required to accommodate the development

Parking and cycle

- We reviewed the opportunity to provide additional spaces and were able to achieve 114 spaces on site. The current scheme achieves 10% of accessible spaces
- We enquired with car club providers and proposed accommodating one car club space at the entrance of the site on Edwin Road.
- The scheme was updated to provide cycle parking as required by the Draft London Plan 2017. Garages were increased to accommodate cycles. Other houses were provided with a specific cycle and bin store
- A total of 220 residential cycle spaces were provided

3.7 Public Exhibition - 3rd & 5th December 2018

A two-day public exhibition was held at the Crane Community Centre (3rd December) and the Twickenham United Reformed church (5th December). Members of the design team were present to discuss the proposals and answer any questions.

Across both days, 105 residents, stakeholders and interested parties attended. The scheme presented was a mixture of 118 private and affordable houses and apartments, including 52 three bed houses and 66 apartments.

Key themes that were mentioned often and are addressed in supporting planning documents include:

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 & 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.

Construction management

Feedback generally highlighted this as a very important issue, particularly with regards to construction vehicle/heavy vehicle movements on local roads.



Consultation underway at Crane Community Centre



Consultation underway at Twickenham United Reformed church

The exhibition boards are organized as follows:

- WELCOME:** Introduction to the public exhibition, project background, and contact information.
- OPPORTUNITIES AND CONSIDERATIONS:** Details the site's context, including opportunities for affordable housing and considerations for the surrounding area.
- OUR PROPOSALS:** Outlines the residential development, including unit types (34 no. x 1 bed, 33 no. x 2 bed, 40 no. x 3 bed, 11 no. x 4 bed) and architectural approach.
- CHARACTER AREA - ENTRANCE:** Describes the entrance area design, including contemporary proposals and material palettes.
- CHARACTER AREA - MEWS STREET:** Details the mews street design, including rear garden boundary treatments and stepped houses.
- CHARACTER AREA - RIVERSIDE ZONE:** Describes the riverside zone development, including apartment buildings and public realm improvements.
- KEY BENEFITS:** Lists the advantages of the scheme, such as high-quality homes, improved public realm, and job creation.

Each board includes the Twickenham logo and the website www.londonsquaretwickenham.co.uk.