



Greggs bakery | Twickenham  
PPA Meeting 1



**Submitted scheme**

**Consultation**

**Design Development**

**Design response**

## Planning submission scheme

- 116 new homes
- 175 GIA sq m flexible affordable B1 office space
- 11,740 sq m Residential GIA (126,372 sq ft)

### Mix

- 32 x 1 bed (28%)
- 35 x 2 bed (30%)
- 38 x 3 bed (33%)
- 11 x 4 bed (9%)

### Parking & Cycle Spaces

- 115 residential parking spaces (12 accessible)
- 1 accessible commercial parking space
- 1 on-street car club parking space
- 228 cycle spaces



# Roof Plan

The new street and Edwin Road are proposed at the same height as the surrounding context.

Mansard roofs are used to keep the scale low.

The massing increases towards the river responding to the context and located where it does not overshadow existing residential.

## Planning Submission Proposal Density Study

Total site area: 1.13 ha

Total hab rooms: 409

Total units: 116

Table 3.2 Sustainable residential quality (SRQ) density matrix (habitable rooms and dwellings per hectare)

| Setting         | Public Transport Accessibility Level (PTAL) |               |                |
|-----------------|---|---------------|----------------|
|                 | 0 to 1                                      | 2 to 3        | 4 to 6         |
| Suburban        | 150-200 hr/ha                               | 150-250 hr/ha | 200-350 hr/ha  |
| 3.8-4.6 hr/unit | 35-55 u/ha                                  | 35-65 u/ha    | 45-90 u/ha     |
| 3.1-3.7 hr/unit | 40-65 u/ha                                  | 40-80 u/ha    | 55-115 u/ha    |
| 2.7-3.0 hr/unit | 50-75 u/ha                                  | 50-95 u/ha    | 70-130 u/ha    |
| Urban           | 150-250 hr/ha                               | 200-450 hr/ha | 200-700 hr/ha  |
| 3.8-4.6 hr/unit | 35-65 u/ha                                  | 45-120 u/ha   | 45-185 u/ha    |
| 3.1-3.7 hr/unit | 40-80 u/ha                                  | 55-145 u/ha   | 55-225 u/ha    |
| 2.7-3.0 hr/unit | 50-95 u/ha                                  | 70-170 u/ha   | 70-280 u/ha    |
| Central         | 150-300 hr/ha                               | 300-650 hr/ha | 650-1100 hr/ha |
| 3.8-4.6 hr/unit | 35-80 u/ha                                  | 65-170 u/ha   | 140-290 u/ha   |
| 3.1-3.7 hr/unit | 40-100 u/ha                                 | 60-210 u/ha   | 175-355 u/ha   |
| 2.7-3.0 hr/unit | 50-110 u/hr                                 | 100-240 u/ha  | 215-405 u/ha   |





## Entrance

Key features:

- 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 common 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
- Affordable B1 Office space



Viewpoint Key



Photo montage Edwin Road visualisation



# Mews

Key features:

- 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
- Stepped houses to create interest and articulation along the street
- Wider house types to accommodate garages



Viewpoint Key



Mews street visualisation



## Riverside

- Massing broken into smaller individual buildings with varied roofscapes
- Varied bricks and timber cladding
- Industrial aesthetic
- Simple repeating rhythm of windows
- Roof forms inspired by local context



Viewpoint Key



Riverside zone visualisation





West terrace houses



East terrace houses



Submitted scheme

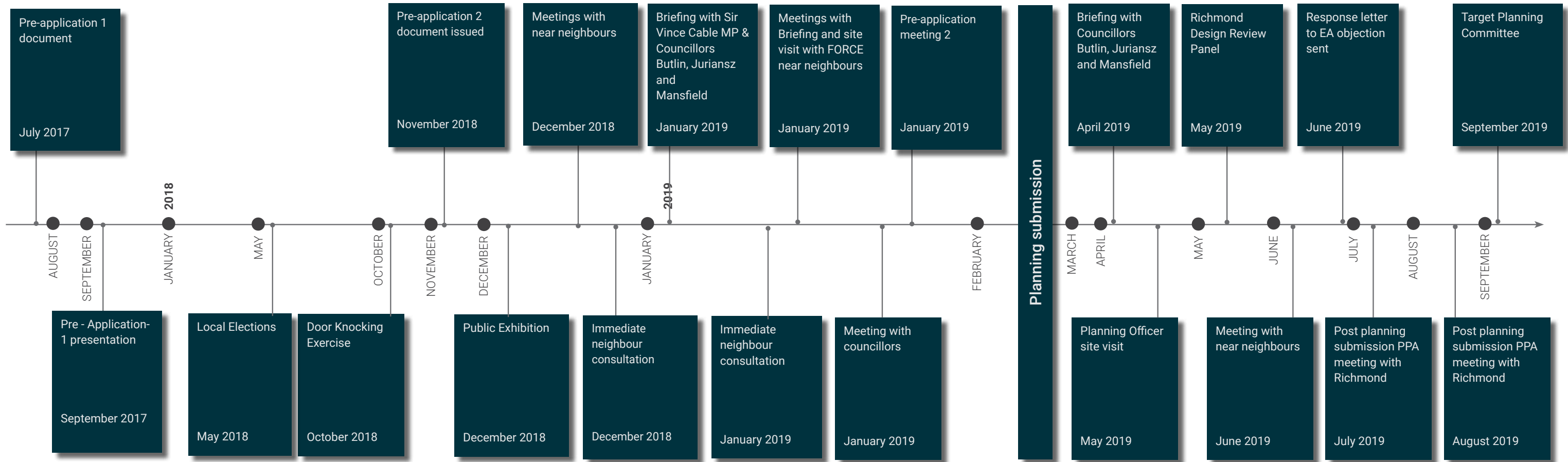
**Consultation**

Design Development

Design response



# Consultation timeline





## Summary of DRP comments

- The site represents an ideal opportunity for providing new housing in the borough, regain access to the riverfront and potentially create a pedestrian link across the railway to connect with Twickenham Station.
- The Panel supports the idea of the residential street reflecting the surrounding context, the urban grain may be slightly tight although does comply with the London Plan standards for amenity space.
- Supportive of the industrial aesthetic and material palette.
- Given the industrial backdrop, overall the height is appropriate.
- Supportive of the clear public realm concept, however the location of car parking at the north end of the site and overall quantum was questioned.
- The space for the bridge landing feels compromised with car parking and playspace. This should be interrogated further and the bridge should be pursued.
- Concern around the size of the rear gardens of houses C15-C30 where neighbours are in close proximity. The gardens of D1-D4 also feel small.
- Concerns over the massing at the junction of Gould Road and Crane Road in relation to existing terraces and overlooking from the roof gardens on Building F.
- Fourth Storey and balconies to the western end of Block F could have a negative impact and potential overlooking
- Review the lantern roof and look at the option of a flat roof instead. Also not convinced of the darker tone.
- Losing the four houses proposed at this end would enable a more effective use of the space.

## Pre-app 2 comments (received post submission)

- Change of use not supported
- Increase in back garden depths is supported and are policy compliant however some still remain small
- The roof appears over-heavy and appears to emphasise the upper-storey finish
- The change in treatment at the River Crane end is considered to be an improvement. The scheme would benefit from further reducing the car parking at this end
- Playspace to be reviewed and calculated using the Mayor's Child Yield Matrix



## Summary of EA Objections

- A significant loss of riparian semi-natural habitat within 8m of the River Crane and contrary to policy LP15 of the Richmond upon Thames Local Plan.
- The lighting is encroaching on the river corridor and channel. Light spill could be better prevented through the use of a natural corridor as a screen for the river.
- No natural corridor to the River Crane, therefore increased risk of roadside runoff into the watercourse and the prevention of improving the Biological element status of the Water Framework Directive.

## Additional FORCE Comments

- Overshadowing of the river corridor is caused by larger buildings towards the riverside
- Light and noise pollution into the river corridor should be mitigated.
- Playspace should be increased to relieve pressure on neighbouring amenity spaces
- Contribution to The Lower River Crane Restoration Vision for improvements to the river

## Neighbour and ward councillor consultations

- Meeting with local residents made clear there was support for the scheme locally despite a number of objections.
- A summary of what those objections are by frequency are shown below:

| Comment  | Frequency |
|--|-----------|
| Density of housing is too high                                 | 63        |
| Generate additional traffic                                    | 47        |
| Inadequate on-site parking provision                           | 46        |
| Overlooking/loss of privacy                                    | 34        |
| Insufficient play/recreational space                           | 24        |
| Overdevelopment  | 18        |
| Insufficient community benefits                                | 17        |
| Highway safety   | 16        |
| Insufficient access to the River Crane corridor                | 14        |
| Incongruent design (Houses)                                    | 10        |
| No provision of visitor parking                                | 11        |
| Impact of construction traffic                                 | 11        |
| Enforcement of CPZ   | 10        |
| Extend CPZ hours   | 8         |
| Local schools are oversubscribed                               | 8         |
| Insufficient sewage infrastructure to sustain development      | 6         |
| Support principle of redeveloping the site for residential use | 9         |
| Increased pollution (air and noise)                            | 5         |
| Deliver footbridge over the River Crane                        | 3         |
| Impact on NHS facilities                                       | 3         |
| Proposals should not exceed 3 to 4-storeys                     | 3         |
| Strictly access through Edwin Road                             | 3         |



Submitted scheme

Consultation

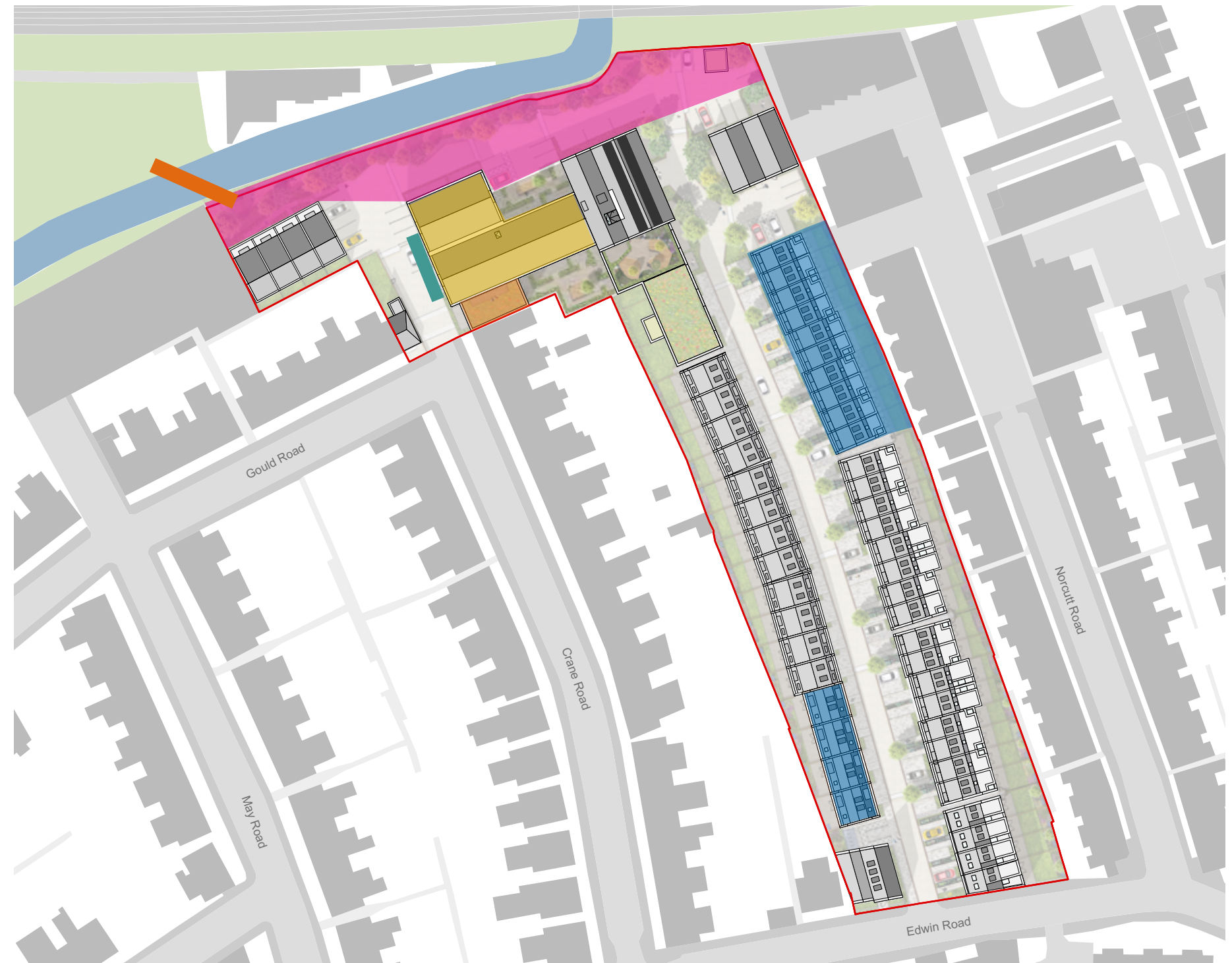
**Design Development**

Design response



## Proposed amendments

- 1. Reduction in parking, improvements to riverside area and enhanced play
- 2. Safe guarding of future bridge
- 3. Changes to the massing at the junction of Gould Road and Crane Road and removal of communal roof terrace
- 4. Amendment to Block F fourth floor roof form and treatment
- 5. Amendment to balcony design on Block F
- 6. Adjusted house types and increased back gardens where possible



Updated roof plan



# Proposed riverside amendments

## Comments

- Supportive of the clear public realm concept, however the location of car parking at the north end of the site and overall quantum could be reduced to improve the landscaping and river edge. Little space is left for seating, play and recreation. Consider mitigation measures to soften the hard edge towards the river-front and create a sense of place by the river edge.
- The space for the bridge landing feels compromised with car parking and play-space. Suggest taking forward the opportunity for a pedestrian crossing over the River Crane and the railway and interrogate this space to ensure sufficient landing area. Losing the four houses may help assist in improving this.

## Response

- Removal of 15 parking spaces to enhance the landscaping
- Greatly enhanced river edge treatment with extension of board walk and play space
- Detailed design of playspace and bridge landing
- Future-proofed bridge landing with additional safe guarded area to be added to planning submitted drawings



Planning submitted scheme



Amended scheme



- 100 metre board walk runs the full length of the river
- Increased planting buffer improves biodiversity and reduces light spill onto the river corridor
- Spaces for seating, play and walking provided
- Clear delineation between car and pedestrian spaces



Precedents



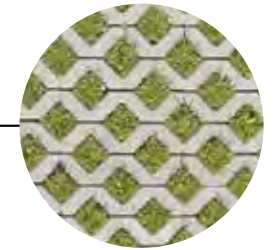
Bespoke railing



Timber decking boardwalk



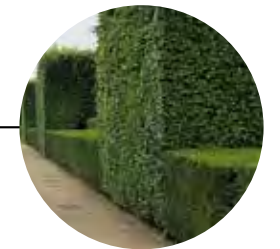
Paving setts



Grasscrete



Salix babylonica



Buffer hedge



# Playspace

## Richmond SPD guidance Child Yield Calculation

Gives a total of 92 children broken down as follows

0-4 play space requirement 310 sq m

5-10 play space requirement 350 sq m

11-15 play space requirement 260 sq m

## Mayor's Child Yield Matrix

Gives a total of 66 children broken down as follows

0-3 play space requirement 247sq m


3-10 play space requirement 253 sq m


11-17 play space requirement 162sq m

All houses of 3-bed or more are provided with a garden reducing the policy requirement for 0-4 playspace to circa 100 sq m under Richmond SPD guidance

**Amended proposals have increased the public playspace area by 208 sq m giving a total of 368 sq m playspace in the public realm and a further 165 sqm on communal roof terraces.**

Key:

 368 sqm total ground floor public realm play-space

 165 sqm total semi private communal roof terrace



Amended scheme



## Playspace and bridge connection

Utilizing the natural assets along the river to create incidental play activities and a beautiful walking path. This area will be furnished with playable equipment including a see-saw, listening to water wall and chain path.

The proposed fragrant and textured plant pallet are instrumental in making the boardwalk a destination for children and adults alike.

A safeguarded area facilitates the future bridge link without compromising the play area which can be seamlessly linked into the proposed boardwalk.



Zoom in on main play space and bridge link area



Bridge link connection



Listening water wall



Chain walk

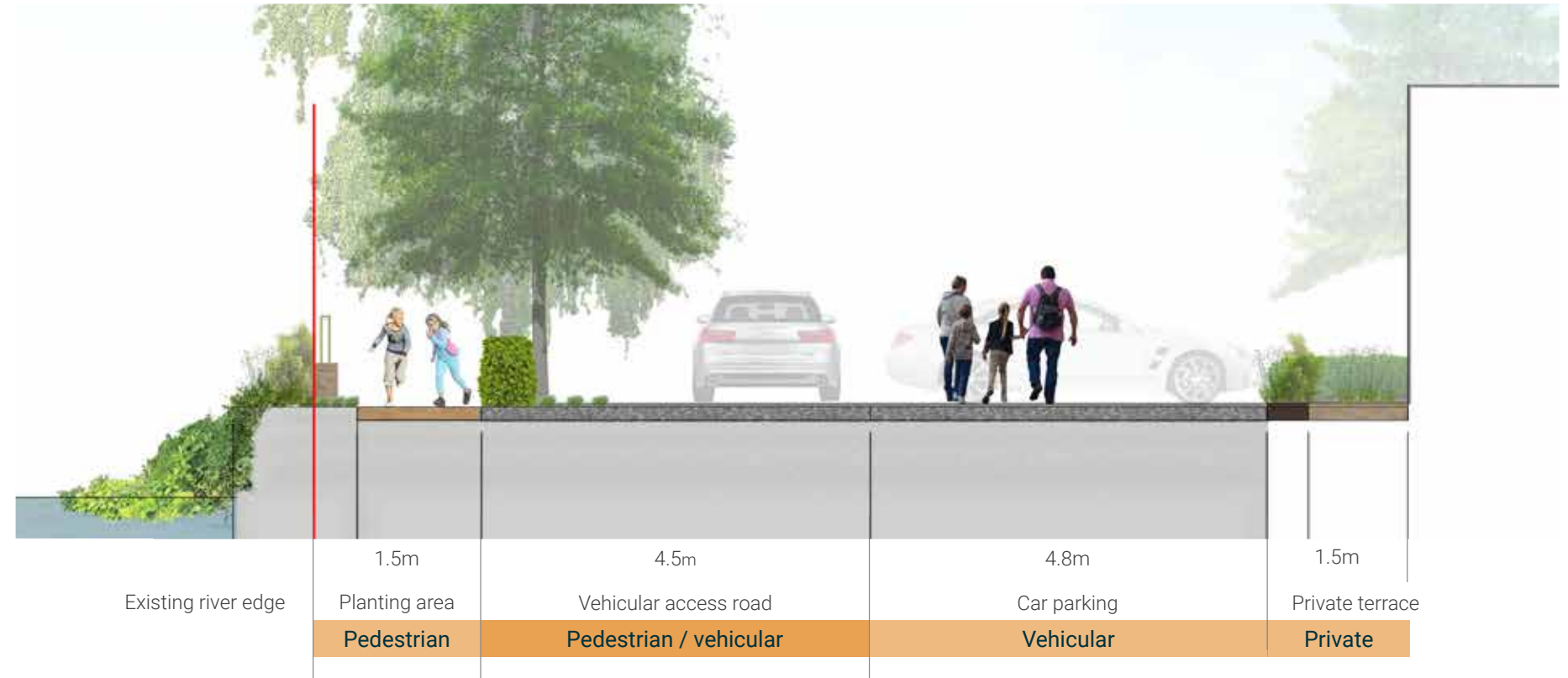


See-saw



## EA and FORCE response measures

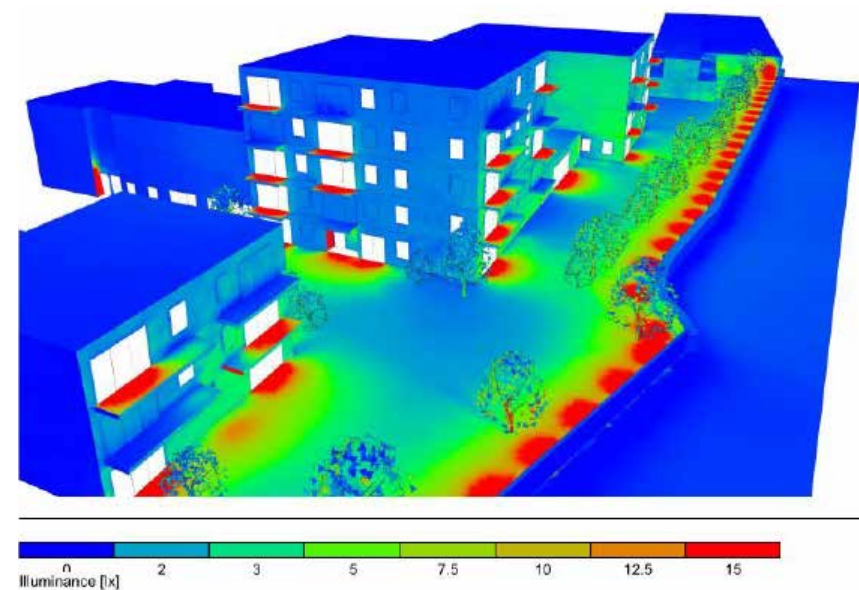
- A significant loss of riparian semi-natural habitat within 8m of the River Crane and contrary to policy LP15 of the Richmond upon Thames Local Plan.
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- No natural corridor to the River Crane, therefore increased risk of roadside runoff into the watercourse and the prevention of improving the Biological element status of the Water Framework Directive.



Amended illustrative section of the riverfront

## Response

- Enhanced landscaping at river edge with additional tree planting, low level wall and planting designed to reduce light-spill and retain dark corridor
- External lighting analysis retested to verify this
- Parking and hard landscaping reduced to lower the risk of roadside runoff
- Overshadowing study undertaken showing a reduction in overshadowing through the year when compared to the existing condition



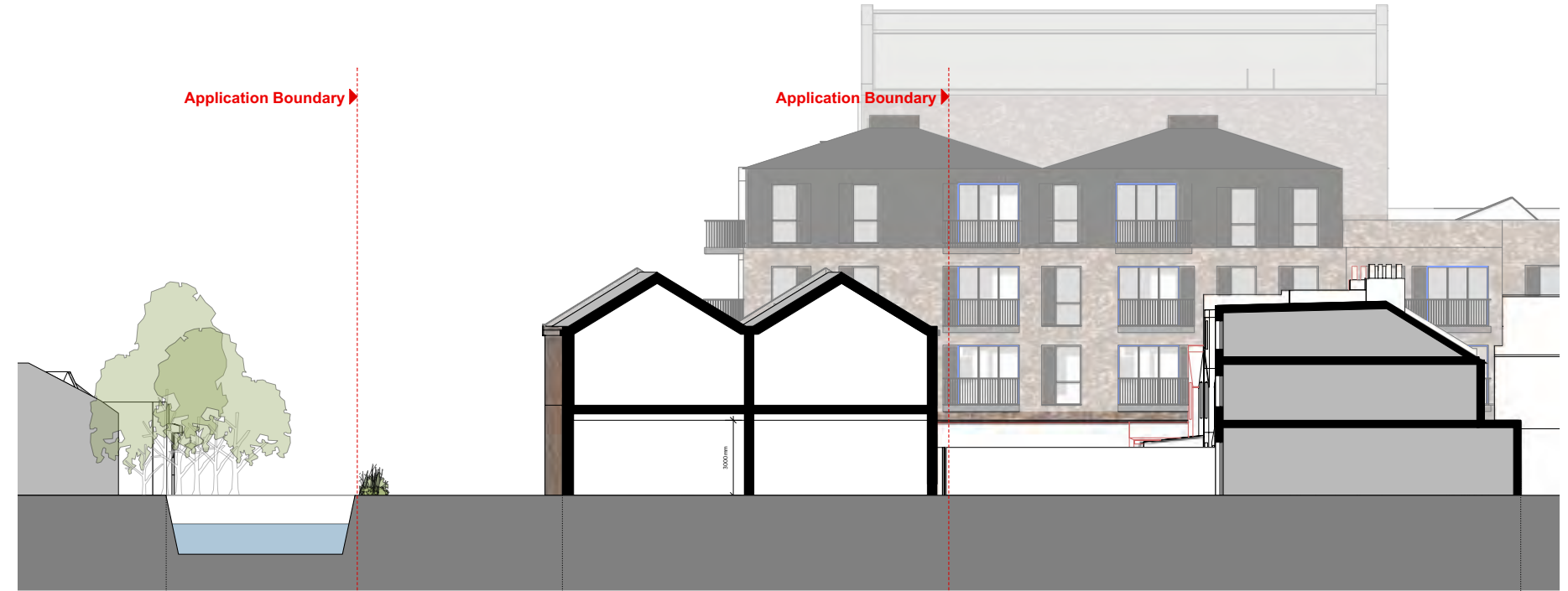
Lux level analysis from lighting report



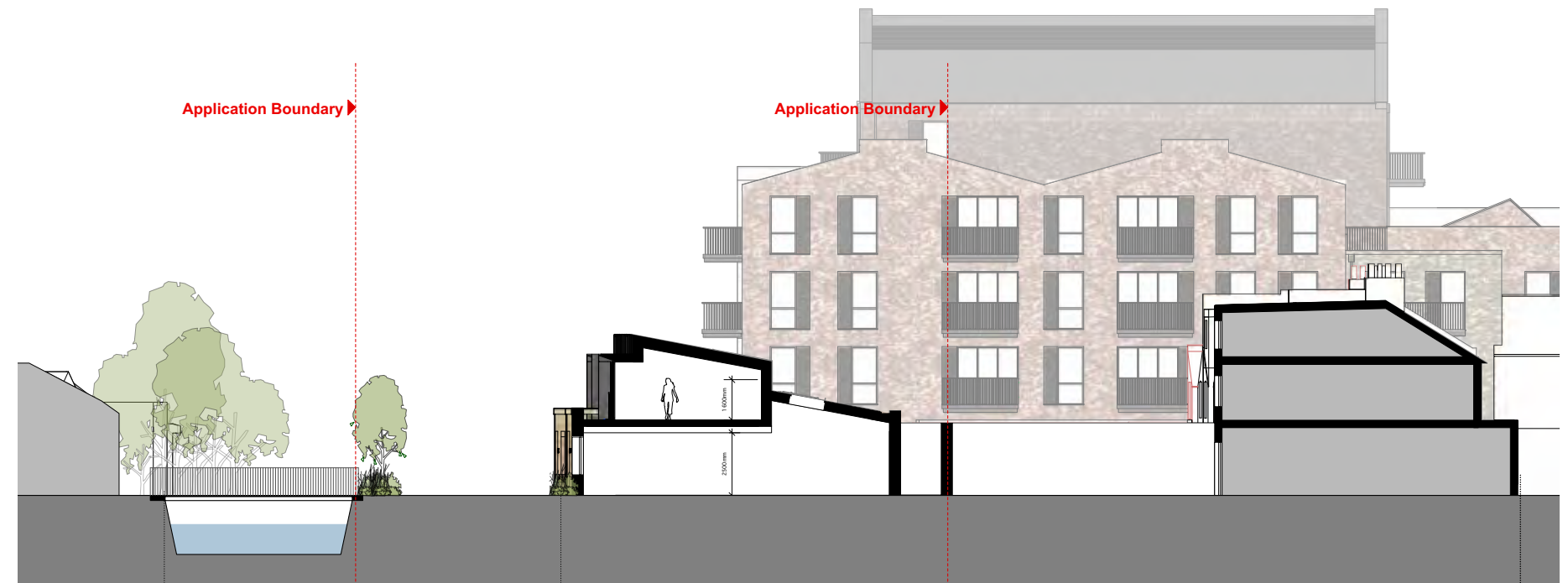
Lighting study from lighting report

# Gould Road houses

- Houses designed to minimise impact on existing Gould Road houses to the south
- Provision for future bridge allowed for within the design



Public Exhibition 1 scheme



Current scheme







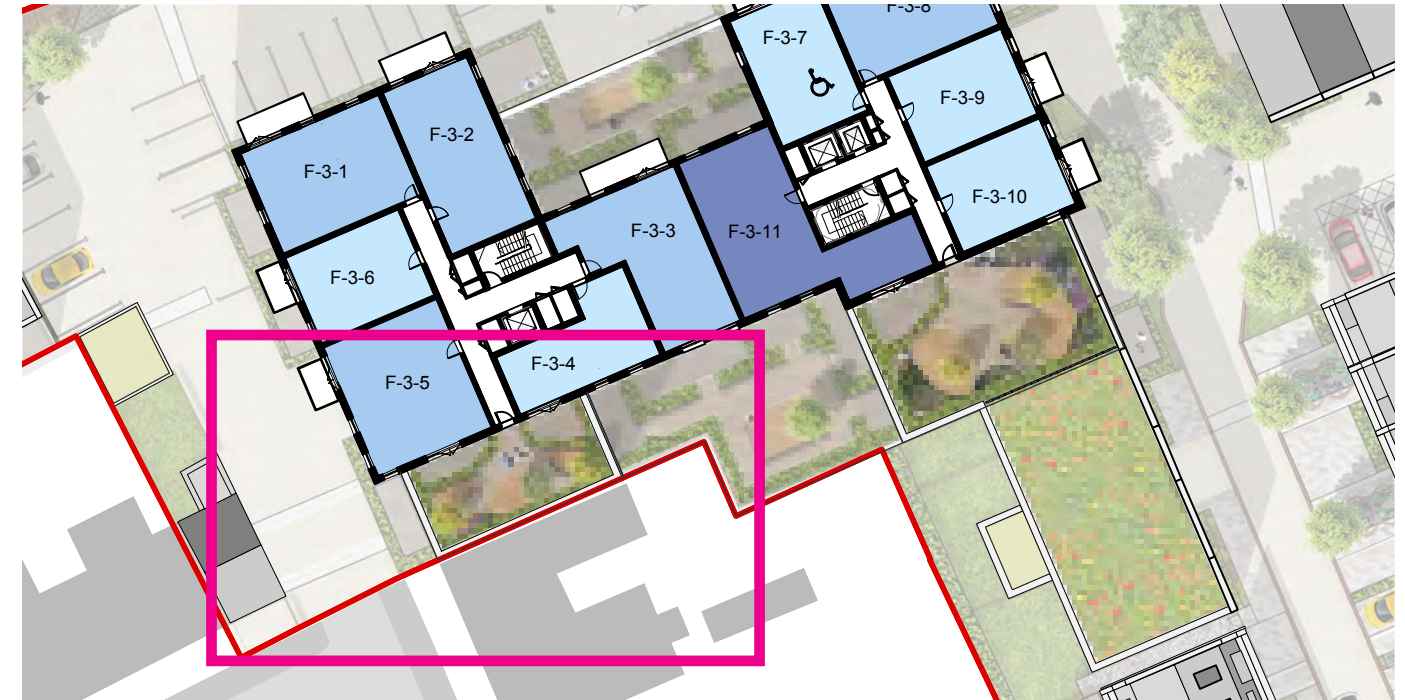
# Massing Improvements - Gould Road & Crane Road

## Comments

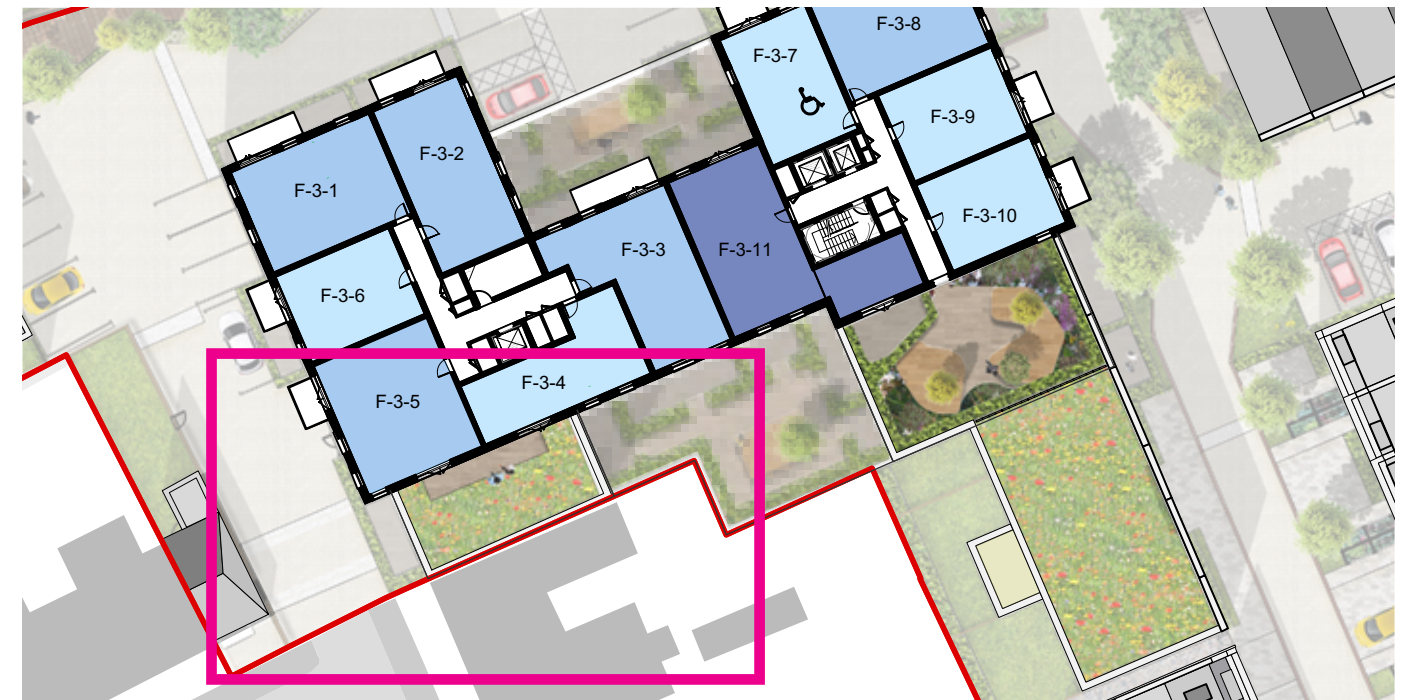
- Concerns over the massing at the junction of Gould Road and Crane Road in relation to existing terraces and overlooking from the roof gardens in Building F.
- Fourth Storey and balconies to the western end of Block F have a negative impact
- Review the lantern roof and look at the option of a flat roof instead. Also not convinced of the darker tone.

## Response

- Reduce parapet and roof terrace extent at junction of Gould Road and Crane Road
- Amend treatment of fourth floor and roof profile to reduce visual presence on the street
- Change material to reduce 'heavy' appearance
- Retain lantern profile and roof pitch to best respond to context
- Amend the design of balconies facing west towards Gould Road houses



Planning submitted scheme



Current scheme



Planning submitted AVR view  
Looking up Crane Road to Gould road



Planning submitted proposal  
Looking up Crane Road to Gould road





Amended proposal  
Looking up Crane Road to Gould road

----- Previous proposal outline



Planning submitted AVR view  
Looking east along Gould road





Planning submitted proposal  
Looking east along Gould road



Amended proposal  
Looking east along Gould road

----- Previous proposal outline





## Comparison of Elevations

1. Change of top floor and roofscape
2. Balcony design amended
3. Massing reduced and communal roof terrace omitted



Planning Submitted Elevation



Key



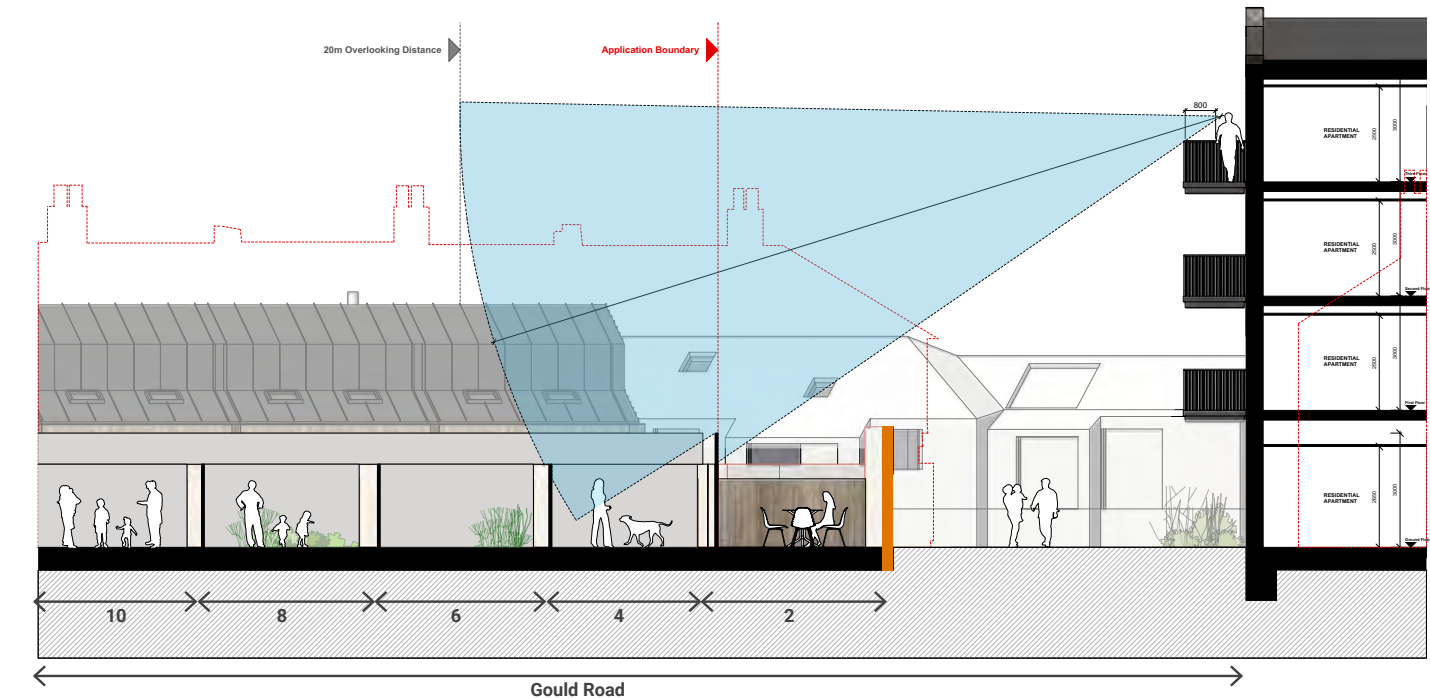
Amended Elevation

## Comments

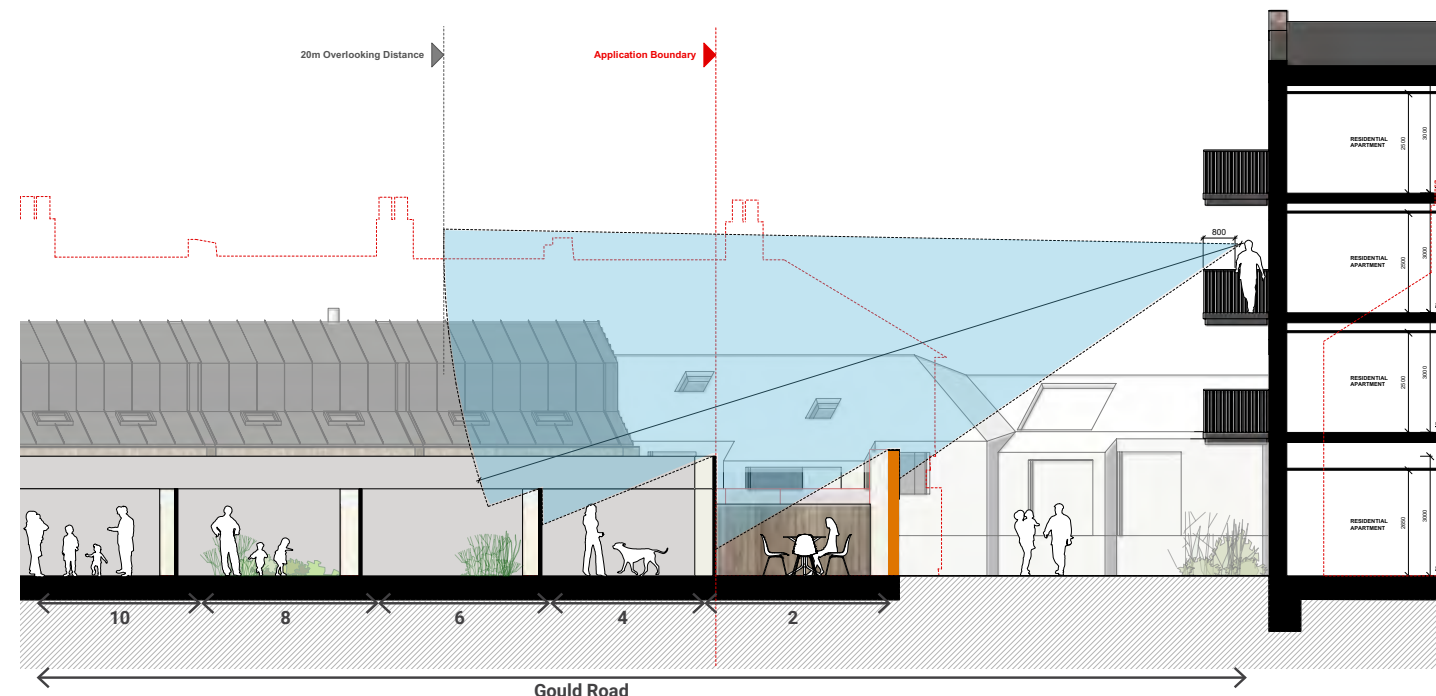
- Fourth Storey and balconies to the western end of Block F could have a negative impact and potential overlooking

## Response

- Overlooking to neighbouring gardens minimised by garden of number 2 Gould Road
- Overlooking from top-floor apartments further reduced by extending existing perimeter wall at site application boundary.
- Angle of balcony fins reduces low level incidental views to neighbouring properties when sitting



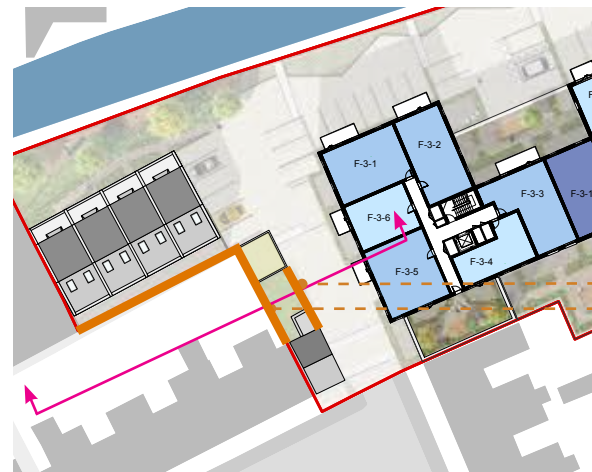
Top floor section through Apartment Block F



Typical floor section through Apartment Block F



Boundary wall to be retained to the rear of Gardens of Gould Road

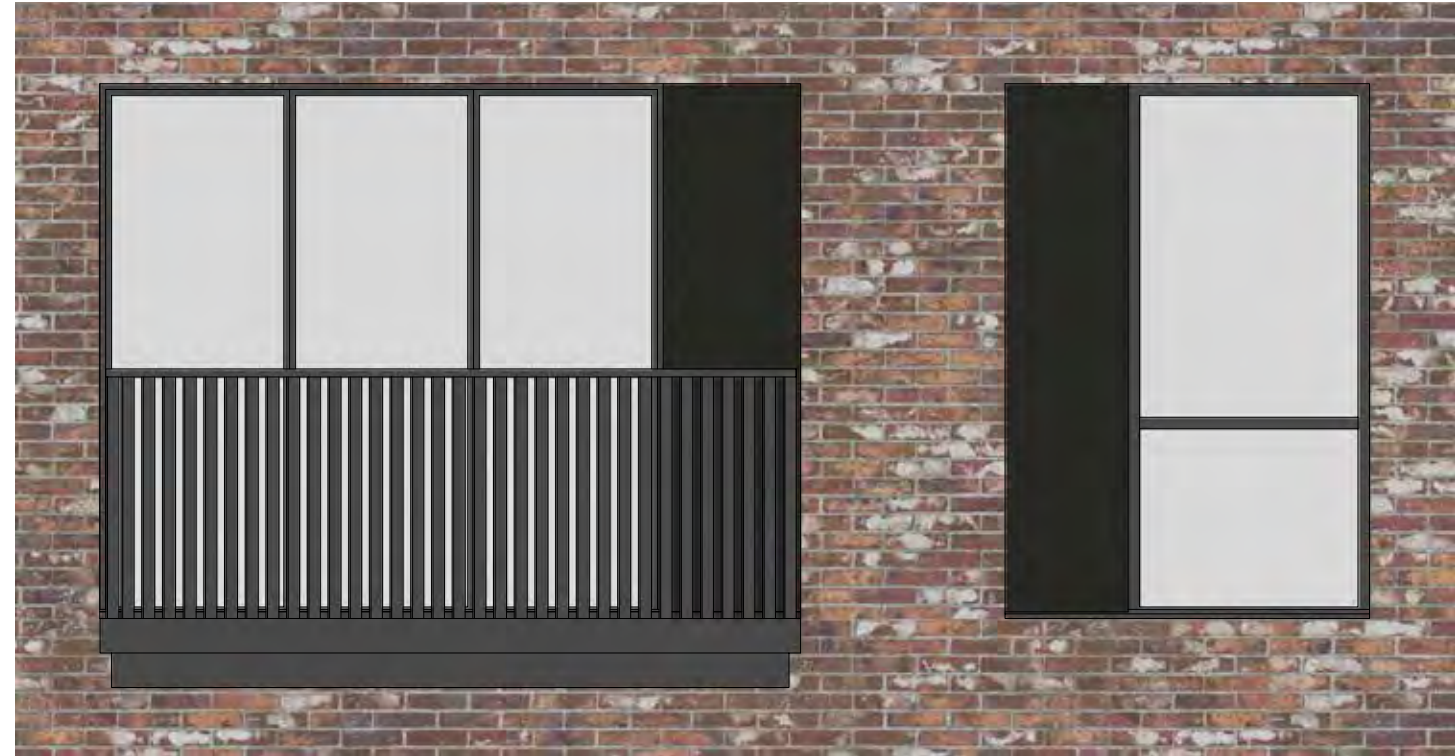


Key plan

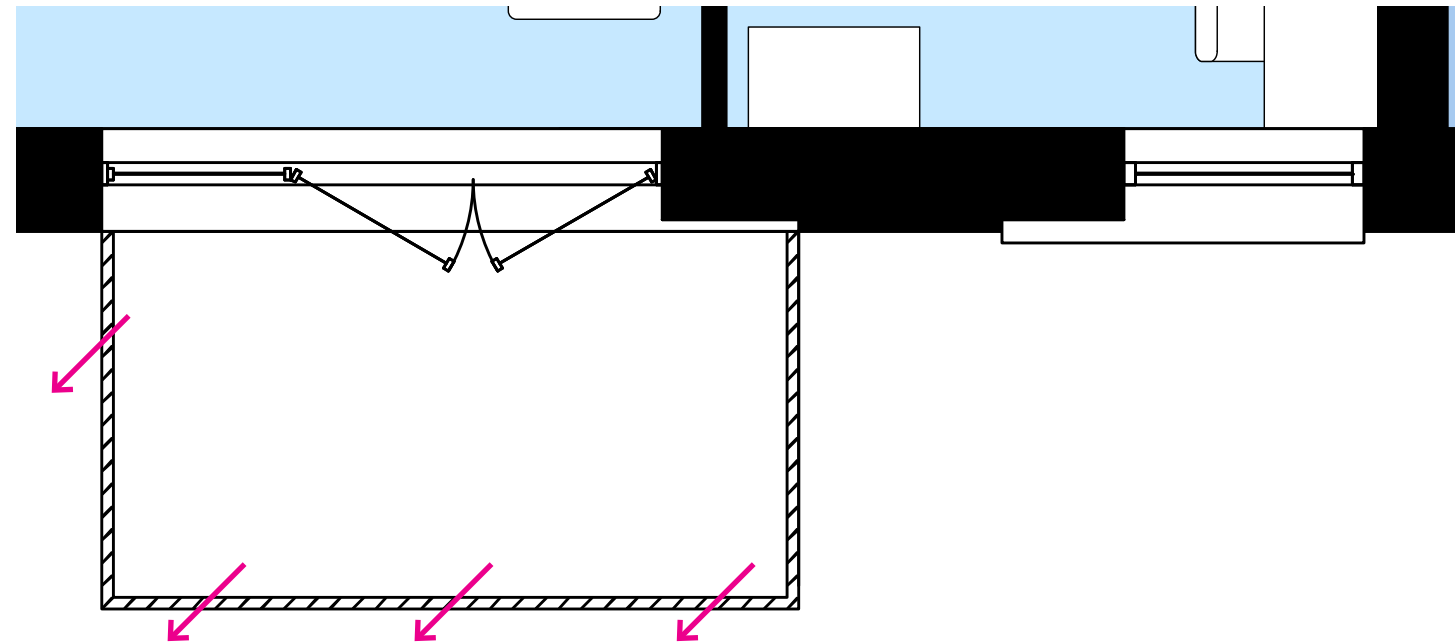
Existing boundary wall retained



Balcony railings amended to blades directing views towards the river providing residents with additional privacy



Elevation of amended balcony



Plan view of amended balcony with directional arrows

## Rear garden sizes

### DRP Comment

Lack of amenity space for houses (specifically C15-C30 and D1-D7). Adjust the typology and provide more generous space. Explore the inside outside relationship to make them more usable.

### Pre-app 2 Comment

Increase in back garden depths is supported and are policy compliant however some still remain small.

### Response

- House types C-15 to C30 shortened to increase garden sizes. (Houses remain London Plan Compliant)
- Accessible houses relocated elsewhere where gardens were tighter
- Patio doors to be provided with level threshold giving seamless access to the gardens, creating use-able inside outside space
- House layouts D1-D4 amended to improve relationship with the garden

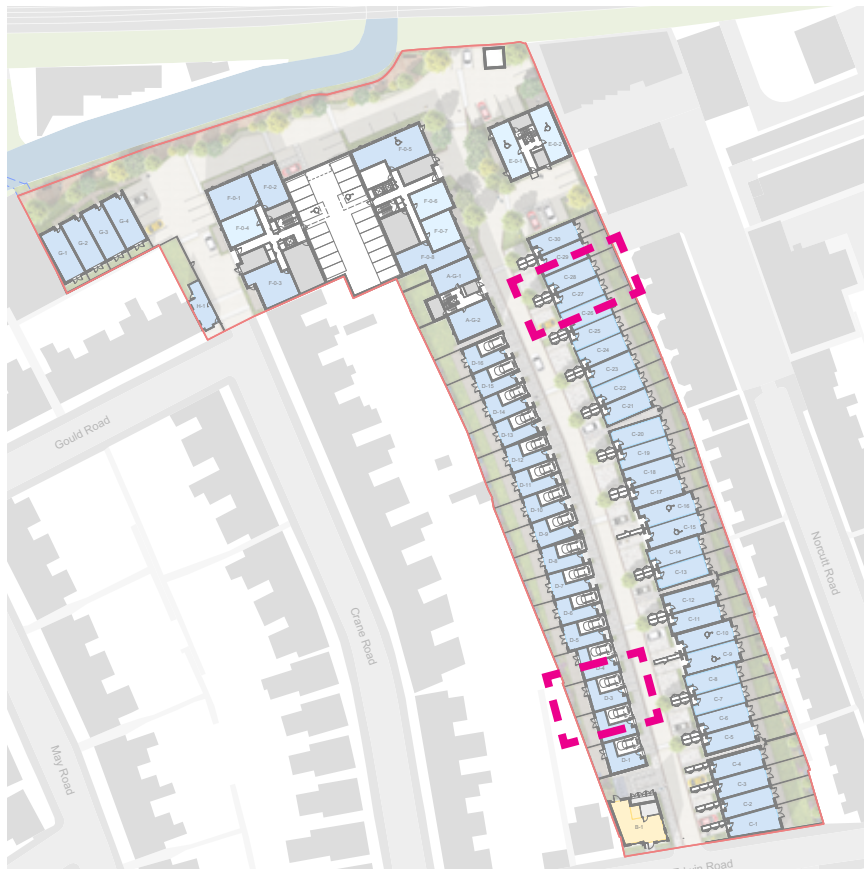


Planning submitted scheme

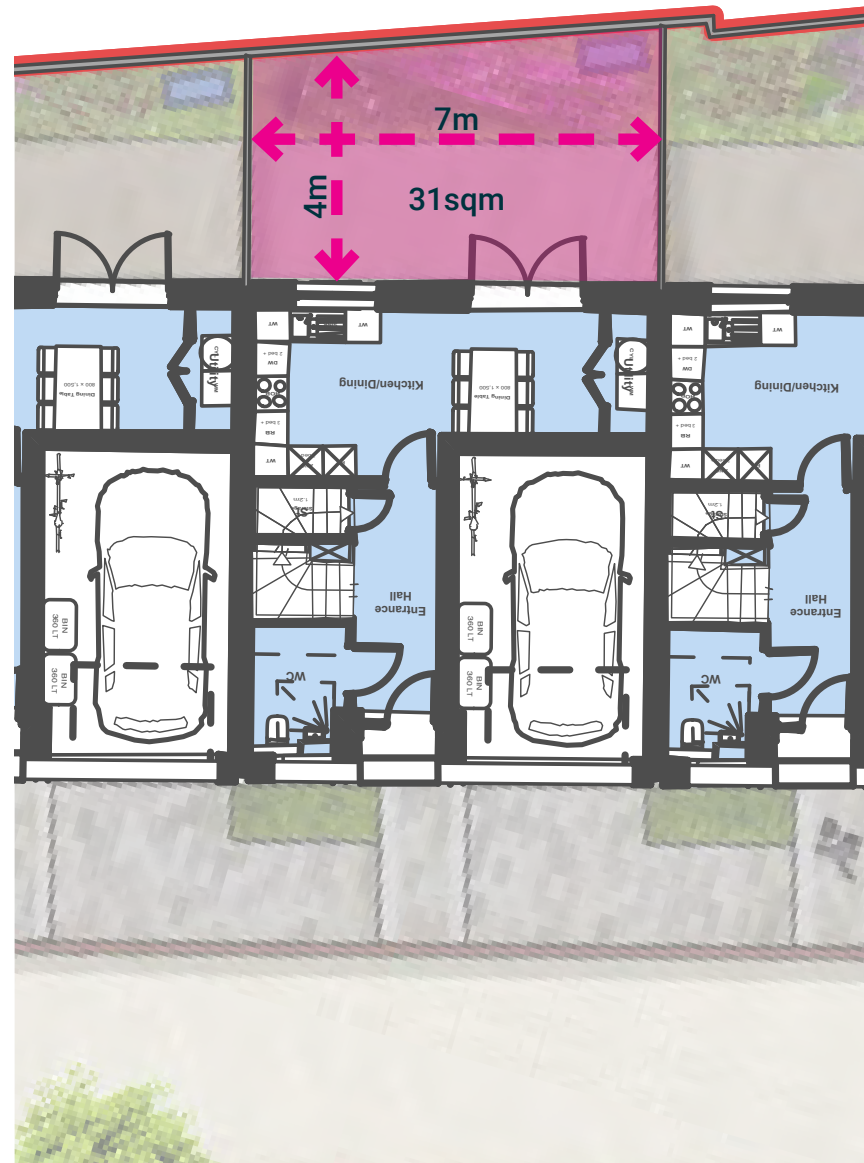


Proposed amendment

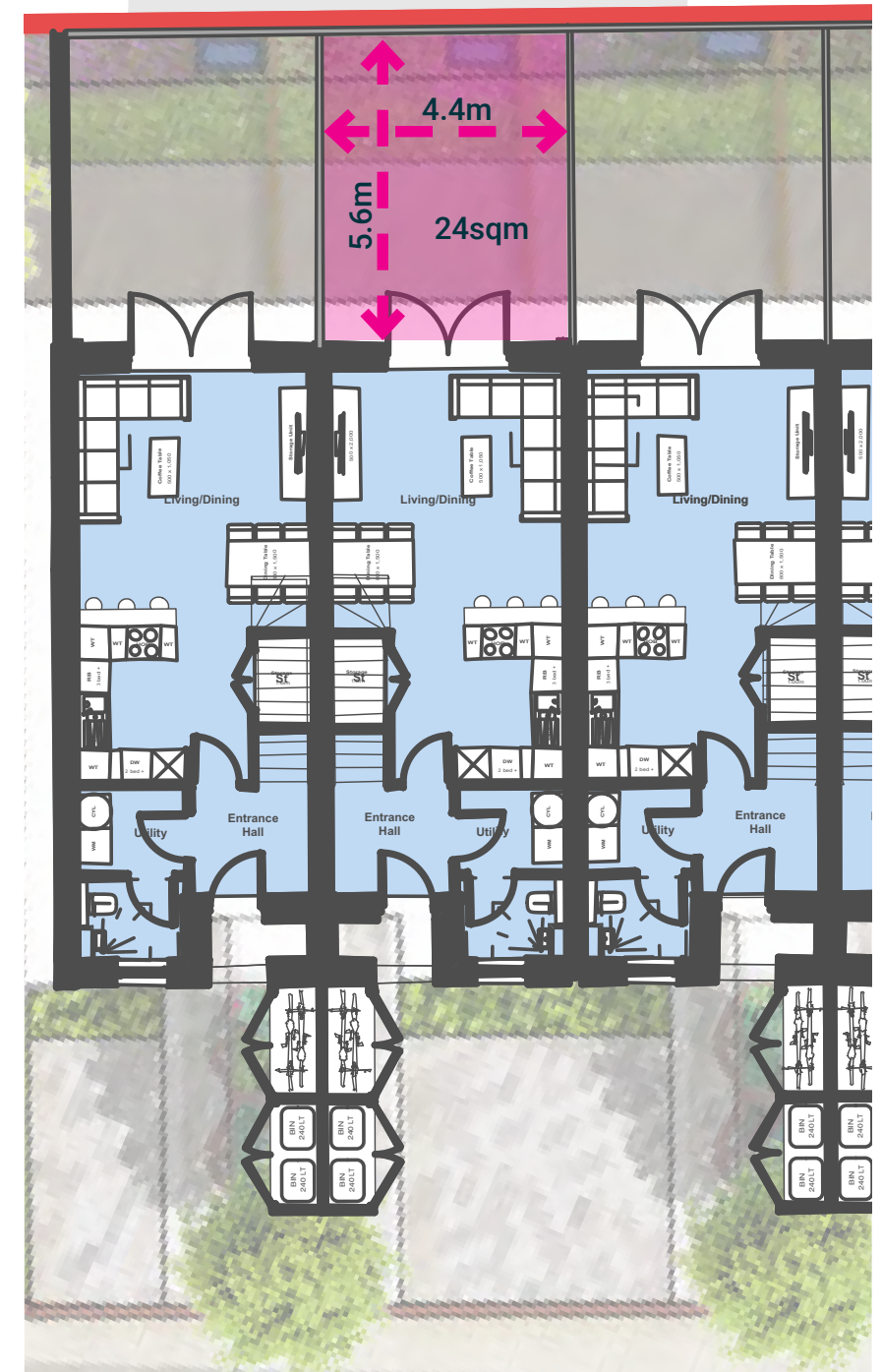




Key



Typical D1-D4 Garden size and internal layout



Typical C20-C30 Garden size and internal layout



# The proposal

- 116 new homes
- 175 GIA sq m flexible affordable B1 office space
- 11,681 sq m Residential GIA (125,737 sq ft) - [reduction in 59sqm](#)

## Mix

- 32 x 1 bed (28%)
- 34 x 2 bed (29%) - [loss of 1](#)
- 39 x 3 bed (34%) - [gain of 1](#)
- 11 x 4 bed (9%)

## Parking & Cycle Spaces

- 100 residential parking spaces (12 accessible) [loss of 15 spaces attributed to 1 bed apartments](#)
- 1 accessible commercial parking space
- 1 on-street car club parking space
- 228 cycle spaces





# Assael

[www.assael.co.uk](http://www.assael.co.uk)