



TWICKENHAM

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THE FORMER GREGGS BAKERY SITE, TWICKENHAM

Ref: 19/0646/FUL

SUMMARY OF PROPOSALS AUGUST 2020

London Square's high-quality residential-led proposals represent a unique opportunity to transform the former Greggs Bakery site; bringing forward 116 new homes, including 40% affordable homes on site, affordable workspace and extensive landscaping providing public access to the River Crane.

The site has been extensively marketed for the last two years, with no meaningful offers received from potential commercial occupiers or developers who would retain the commercial use.

The lack of commercial interest has been perpetuated by the onset of COVID-19 and this will continue, as the site is fundamentally unviable for commercial use due to the location and constraints. Should this application be refused, the site will likely remain vacant for the foreseeable future and the opportunity missed to bring forward much needed homes in a residential area.

Over the last two years London Square and their project team have worked hard to respond to comments from the Council's planning officers and the wider community. Despite the current economic situation, London Square remains committed to the delivery of this important site and the associated investment in the borough.



CGI view of the proposals from the River Crane (pedestrian bridge is subject to funding and future consultation)

Summary and benefits

- 116 new homes, 40% of which are affordable, targeted at the local market and first time buyers.
- Family sized homes, helping to meet an identified local need.
- Sensitive redevelopment of a brownfield commercial site, vacant since Greggs relocated in 2017, and currently attracting anti-social behaviour.
- Removal of an unneighbourly existing use, replacing it with a sympathetically designed, high-quality residential-led redevelopment.
- Opening this stretch of the River Crane to the public with a new riverside walk and play space for new residents and the wider community to enjoy.
- New affordable workspace provided along Edwin Road - let at 50% market rent and capable of supporting up to 18 full time jobs.
- Much-needed CIL and planning contributions, secured through a unilateral agreement, to fund local educational, healthcare and transport services.
- A commitment to sustainability, with renewable energy features for every home including solar panels and electric car charging points.
- 100 car parking spaces on site for residents and visitors, with all new residents unable to apply for parking permits on local roads and provided with free car club membership.
- 228 secure cycle spaces to encourage sustainable travel.



Proposed site layout



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Background

Greggs plc ceased bakery operations on site in 2017, as part of a nationwide plan to centralise its operations in an improved commercial location.

Whilst operating as a bakery, the site generated regular HGV movements 24-hours a day. This conflicted with the local area, which is predominantly residential, and led to several issues, including:

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

Colliers International have proactively marketed the site for continued commercial use for the last two years. Consistent feedback from enquiring parties indicates that the constrained nature of the site, including the layout of the existing buildings and access points, would pose operational challenges. To date no formal offers have been received from potential occupiers for the existing buildings or developers seeking a commercial redevelopment.



Ensuring the delivery of new homes in Twickenham

There is a pressing need to accelerate the delivery of affordable homes, with the Council's latest Local Plan Authority Monitoring Report stating that just 17% of units delivered between 2018 and 2019 were affordable.

The proposals will deliver 116 new homes, 40% (46) of which will be affordable and incorporated within a high-quality, tenure blind scheme.

The affordable homes comprise a tailored mix of tenures: 15 affordable rent, 29 shared ownership and 2 intermediate rent. The affordable homes are predominantly located close to the riverside and children's play space.

London Square has worked closely with the Council's Housing Development Officer to ensure that the proposed mix and layout specifically meet the Council's requirements.

This approach has been recognised in a letter of support from the Richmond Housing Partnership.



CGI view of the Riverside apartments



CGI view of the affordable workspace on Edwin Road

Provision of affordable workspace

In direct response to feedback from public consultation, the proposals deliver 175m² of flexible, affordable workspace which can support a mix of businesses, including local start-ups. This workspace will be let at 50% of market rent and support up to 18 full time jobs.



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High-quality design

Award-winning architects Assael Architecture have created a design which positively contributes to the surrounding streetscape. As the design has developed, the site has been divided into three distinct character areas that respond to the immediate context of the riverside, mews street and Edwin Road.

"... the proposal would remove the current unsightly industrial buildings and result in a visual improvement across the site. It would result in the creation of a new 'mews' style street, whose design is considered to relate to the scale and grain of the local area."

Officer report to Committee

Safeguarding neighbouring amenity

Respecting the amenity of our neighbours has been a key consideration from the outset. The public consultation, including meetings at neighbouring properties, provided the opportunity for the design team to discuss the plans and obtain feedback. As a result, several refinements have been made to the scheme, including:

- Adjustments to the massing and boundary treatment at the junction of Gould Road and Crane Road, including the removal of the communal roof terrace and balconies.
- Introducing privacy treatments across the wider site, such as opaque glazing and oriel windows to help preserve amenity for neighbours.

- Redesign and reduction in height of the building backing onto Gould Road to reduce impact on neighbours.
- Amendment to the roofscape and materials of the riverside building to improve its relationship with the existing streetscape.
- Existing boundary wall with Crane Road properties raised to further protect from overlooking.

A full daylight and sunlight assessment has been undertaken showing the proposals have negligible impact on surrounding properties, whilst **delivering an improvement for 30 neighbouring properties** when compared to the existing buildings. The tallest element of the scheme has also been positioned away from the existing houses.



View of the proposed Mews houses

Vibrant public realm and landscaping

A key aspiration for the redevelopment of the site is to deliver outstanding public realm and landscaping. The proposals include:

- Delivery of public access to this stretch of the River Crane, including linear walk (alongside a maintenance access for the Environmental Agency which currently does not exist).
- Financial contributions towards in-river channel works.
- Installation of play equipment and benches along the river front, meeting local policy requirements.
- Financial contributions to fund further play space improvements locally.

- Safeguarding land to facilitate the proposed pedestrian bridge across the River Crane to Mereway Nature Park - subject to funding and consultation with the Council.
- Additional planting to enhance biodiversity and to reduce potential light spill onto the river corridor.

At the Planning Committee in May 2020, where the application to convert the Lockcorp House from commercial to residential was approved, members cited the opportunity for future residents in Lockcorp House to have access to the River Crane via the Greggs development. This benefit will not come forward if the application is refused or if the site were to remain in commercial use.



Proposals for the river bank corridor

Edwin Road entrance	Mews street	Riverside zone
<ul style="list-style-type: none"> • 2-storey housing with roof accommodation matching surrounding context, responding to the scale and building line of the Edwin Road properties. • Simple material palette of brick, metal and glass. 	<ul style="list-style-type: none"> • 2.5-storey townhouses matching surrounding context. • Use of mansard roofs to reduce any visual impacts. • Sizeable private gardens 	<ul style="list-style-type: none"> • Buildings ranging from 2 to 5-storeys taking advantage of the riverside setting. • Use of brick and varying roof forms taking cues from the site's industrial past.



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Examples of our local developments:



The Star and Garter, Richmond Hill
The meticulous restoration and conversion of the Grade II listed landmark on Richmond Hill, featuring one, two and three bed apartments



Waldegrave Road, Teddington
A stunning collection of four-bed townhouses and apartments, arranged around a landscaped square.

Committed to consultation

The consultation reflected London Square's strong commitment to working with the community and stakeholders at every stage.

Our public engagement process has demonstrated support for the principle of redeveloping the site for residential use and for removing an unneighbourly existing use. A summary of our key findings from the public consultation process carried out over November and December 2018 includes:

- Over 69% of responses supported the principle of redeveloping the site for residential use.
- Over 73% of responses ranked retention of heavy industrial use at the site as not important or not very important.
- Over 71% of responses supported the provision of new homes in the local area.

In addition, an independent survey carried out by Crane Road residents in January and March 2019 found that 55% of those questioned were in favour of the proposals. 55% of respondents cited redevelopment of the derelict site as a benefit of the plans, whilst 28% cited the residential use and creation of more housing.

Whilst we acknowledge that 236 objections have been submitted, our analysis shows this comprises 151 objections once refined by address and multiples are removed.

Importantly, many of these objections are based on specific issues which have been addressed during the application process. The principle of redevelopment or the change of use from commercial to residential were not cited as reasons by objectors.



CGI view of the Mews street

Local responses to the Council's consultation

"I think we are all aware that there is a serious housing crisis in the UK and for residents and local businesses to block this proposal to create affordable homes for Londoners is an outrage."
Elmsleigh Road resident

"The site was inappropriate for its previous industrial use, with noise, traffic and associated large vehicles regularly navigating narrow residential roads in the area. The scheme makes use of the highest quality design, which will open up land alongside the river crane walk which is currently inaccessible and of poor appearance."
Staten Gardens resident

"I support the proposal by London Square to build, badly needed, good quality and well-designed housing, including affordable units. The development will be an asset to the area, replacing neglected industrial buildings."
May Road resident

London Square

Founded in 2010, London Square seeks to build high-quality residential-led, mixed-use developments to reflect the aspirations of the communities where we work and to bring major investment to the area.

London Square has a proven track record of delivering excellent quality homes across Richmond and Greater London.