

2.12 Townscape Accurate Visual Representations (AVRs)

The following seven views have been identified by the appointed Townscape and Visual Impact Assessment consultant, Arc Landscape Design and Planning Ltd, to test the effect on the townscape.

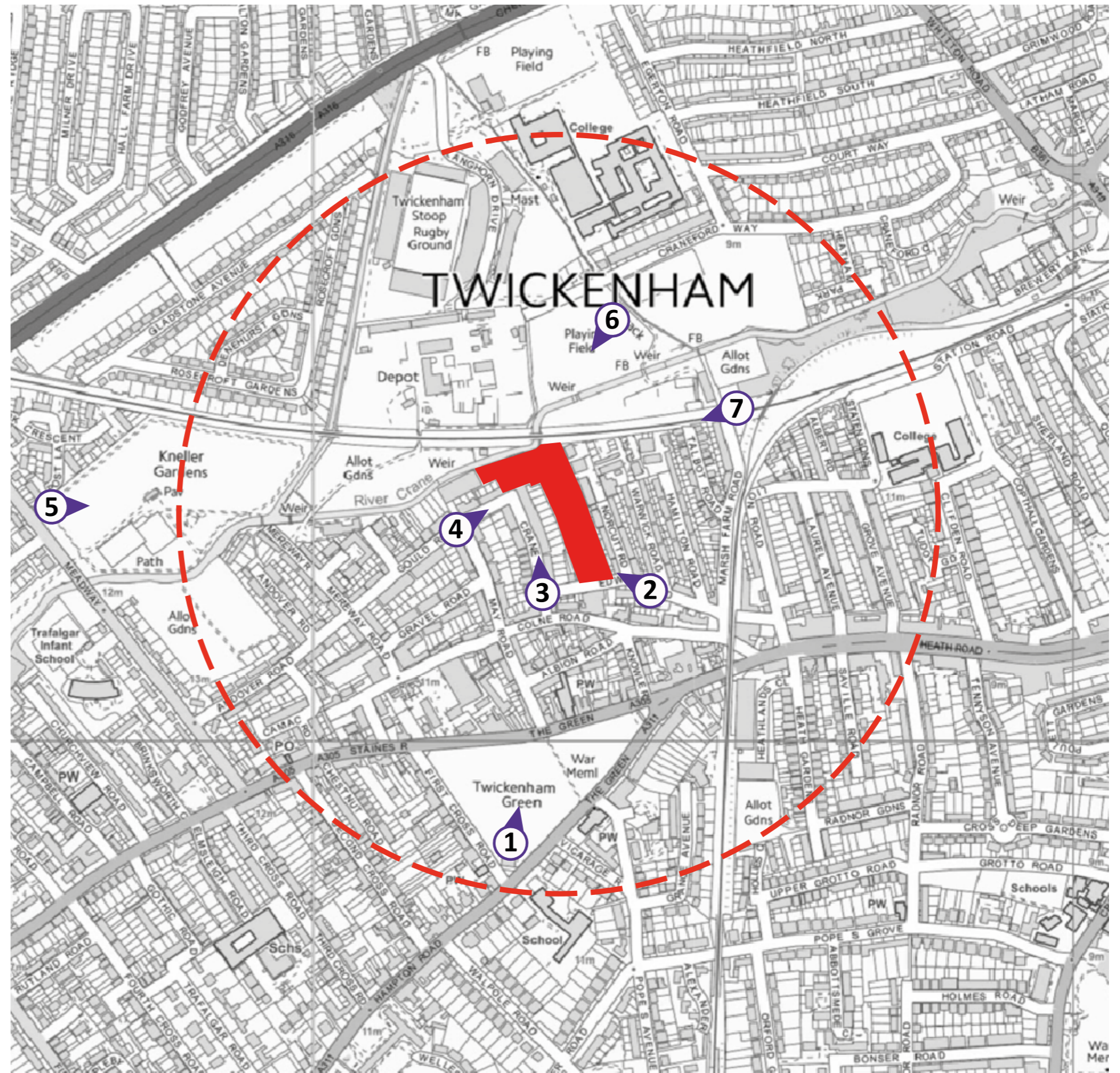
These views were chosen early on in the process and agreed with LBRuT to inform the design evolution. Our proposal has been developed to respond to these views and ensure the scheme fits comfortably into the existing context.

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

Views -

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 north west
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 south west

Notably, the proposed massing and design was supported as part of the refused application and is unchanged for this application.



- Key
- The site
 - 500 metre study area
 - Verified view



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



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 play ground) looking southwest



7 Footbridge crossing the railway, looking southwest

2.13 Planning policy context

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

- The NPPF (2021)
- The London Plan (2021)
- The London Borough of Richmond upon Thames Local Plan (July 2018)

London Borough of Richmond are currently reviewing and updating their Local Plan. The draft Plan is currently in early stages of preparation with an adoption not anticipated until Autumn 2024.

There are also a number of supplementary guidance documents published by the GLA and London Borough of Richmond which have been taken into account during the course of the design development and preparation of the proposed scheme.

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 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); LP31 (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;

- 175 sq m of flexible, affordable commercial floorspace will be provided in line with local need;
- A policy compliant level of affordable housing will be provided on site, comprising 50% by unit;
- Development of a brownfield site;

- Significant amenity improvements to neighbouring properties by providing residential into the existing settlement area and Use Class E where appropriate;
- 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.

2.14 Planning history

2.14.1 Planning decision review (19/0646/FUL_)

Following a recommendation for refusal from the London Borough of Richmond upon Thames, the planning committee resolved to refuse the residential-led mixed-use scheme on 5th August 2020 for the reasons outlined in the officer's report. A summary of the supported and refused aspects are set out below.

Aspects supported (aside from two reasons for refusal)

- Provision of residential dwellings on the site as part of a mixed-use scheme
- General approach to design, with officers highlighting the visual improvements as a result of the proposed scheme
- Proposed height, density and massing including the provision of a five storey building on site
- Enhancements in relation to energy efficiency as well as planning and habitat enhancements proposed along the River Crane
- Standard of residential accommodation and amenity space
- Impact on amenity to surrounding properties in terms of daylight/sunlight and overlooking
- Acceptable parking provision and no adverse highways impact
- Public support for the scheme

Reasons for refusal

- Reduction of industrial floorspace at a site designated as Locally Important Industrial Land and Business Park
- Lack of binding obligation to secure early and late stage reviews relating to affordable housing provision

The reasons for refusal along with our response to the comments are outlined in more detail below. This application seeks to address the reasons for refusal where possible.



Refused scheme ground floor plan

Loss of industrial floorspace comment

The proposal would result in a significant reduction in the amount of industrial floorspace at a site designated as Locally Important Industrial Land and Business Park. Without adequate replacement floorspace, would reduce employment opportunities within the locality, contrary to the aims of the Council's employment policies. The proposal would therefore fail to comply with Policies LP40 and LP42 of the Local Plan (2018), the Greater London Authority (GLA) Industrial Land Demand Study (2017), the GLA Industrial Land Supply and Economy Study (2015), and the Mayor of London's Land for Industry and Transport Supplementary Planning Guidance (2012).



Loss of industrial floorspace response

The existing buildings are in need of replacement and have laid empty since Greggs vacated the site in 2016. Due to the vehicle access constraints, there is limited opportunity for industrial / commercial uses on the site that would not create conflict in this residential area.

In this resubmitted application, the aim is to provide a predominantly residential development with a small portion of affordable E use class floorspace retained where appropriate on Edwin Road, supporting the view that residential is the most suitable use for this site and its context. The level of affordable housing has been further increased to mitigate the loss of industrial floorspace.

Affordable housing comment

Without a binding obligation to secure early and late stage viability reviews, the proposal fails to demonstrate the level of affordable housing proposed would be maximised within this development and therefore does not compensate adequately for the substantial loss of employment floorspace nor contribute fully to the identified need in the borough for affordable housing and is therefore contrary to policies LP36, LP40 and LP 42 of the Local Plan (2018) and the Affordable Housing Supplementary Planning Document.



Affordable Housing Response

The previous full residential-led mixed-use scheme proposed 40% affordable homes equating to 46 dwellings. The tenure mix was agreed with the Council's Housing department and the Applicants. This was secured by a Unilateral Undertaking however the legal mechanism needed to secure a financial appraisal requires a bilateral agreement.

This new proposal provides a further uplift in affordable homes with a policy compliant tenure split.



Introduction

Context

3.0 Design process

Design response

Landscape

Technical design

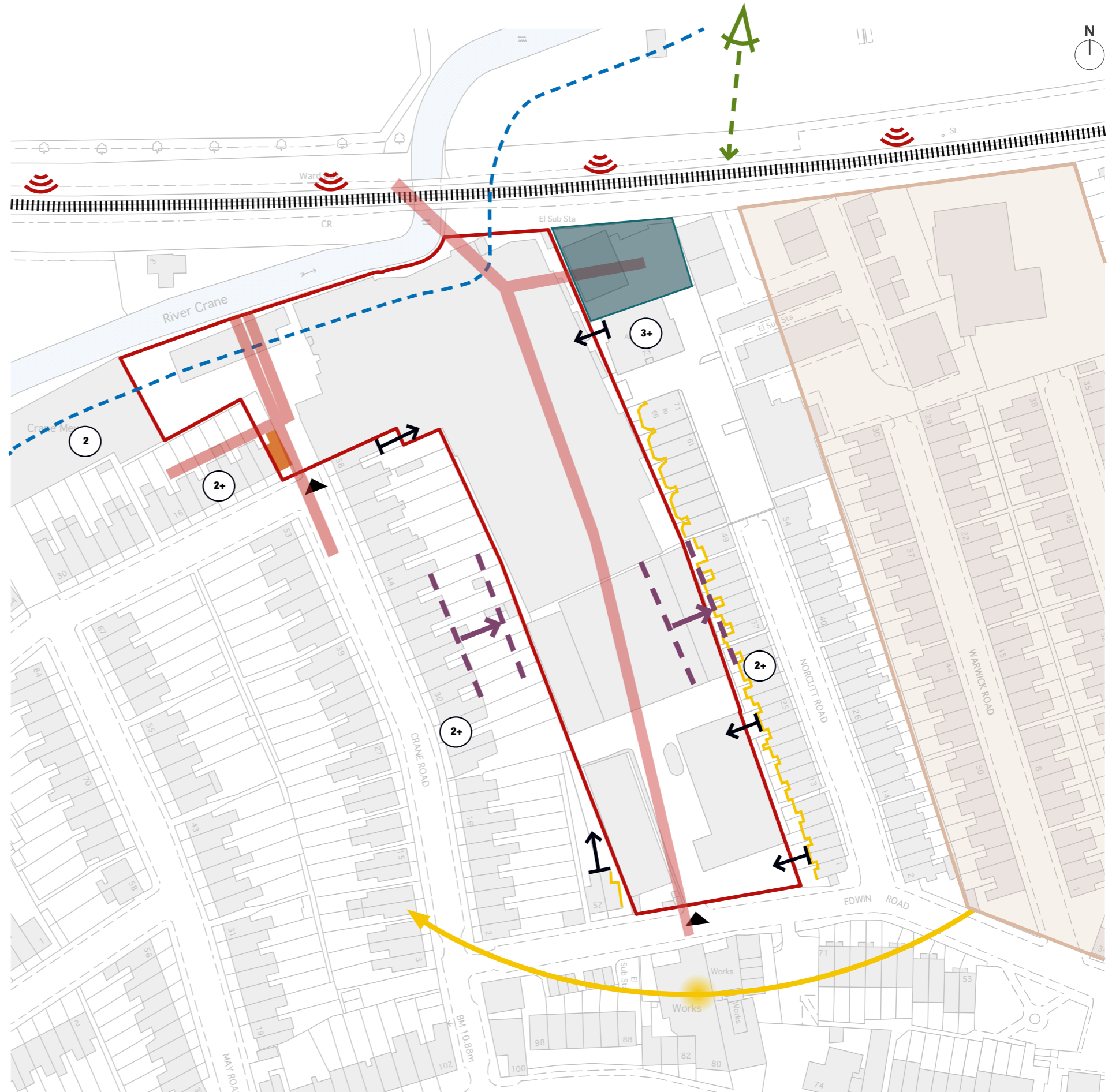
Access

Appendices

3.1 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 on either side
-  Noise and air pollution from the railway
-  Railway level at the same level as the site
-  Existing house within the site boundary
-  18m minimum overlooking distances
-  8m 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 residential scheme application (19/2789/FUL)
-  Hamilton Road Conservation Area 72



Design constraints diagram

3.2 Design opportunities

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

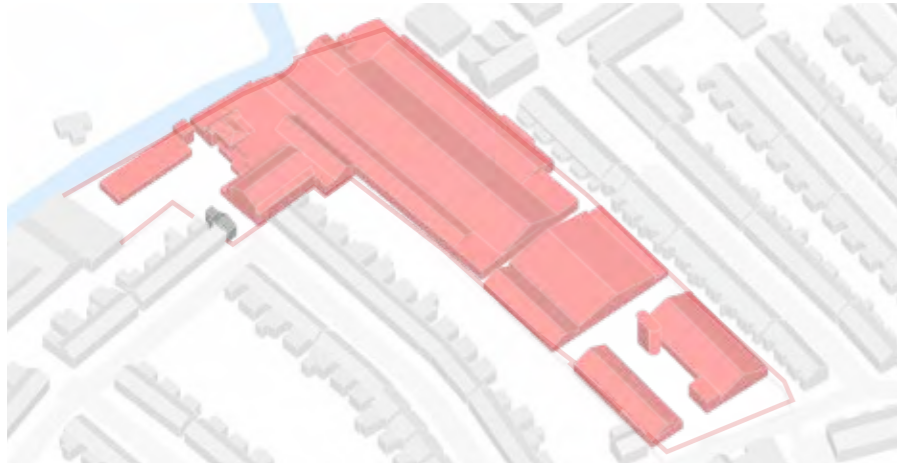
-  Site boundary
-  Introduce urban grain of surrounding residential streets
-  Massing set-back from boundaries with gardens to the east and west
-  New commercial (Use Class E) entrance building that responds to orientation of neighbouring houses
-  Improved riverside access with landscaping
-  Opportunity for height in the centre of the site
-  Building mass within existing building footprint in the centre of the site with least impact to surroundings
-  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 residential scheme (19/2789/FUL)
-  Number of storeys



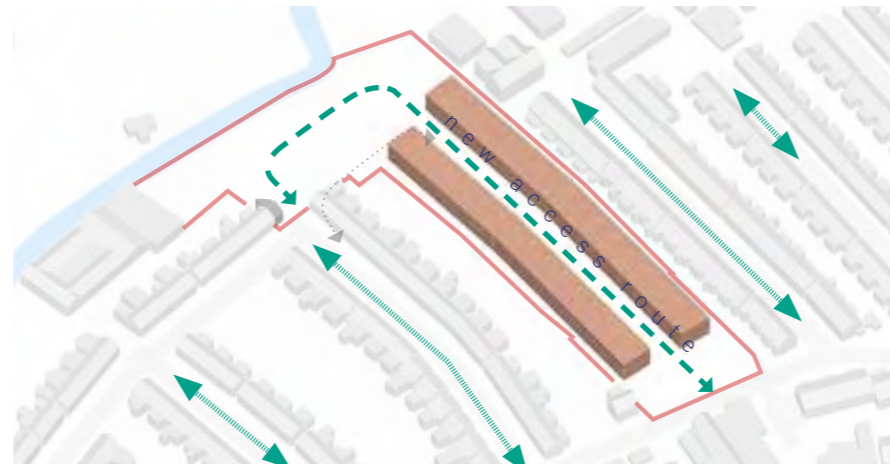
Design opportunities diagram

3.3 Design principles

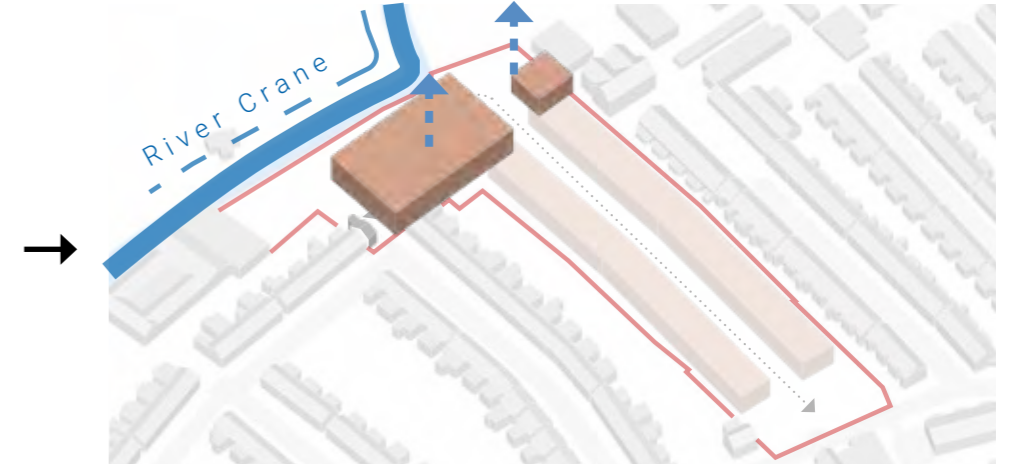
A number of principles have been set out that underpin our design approach. These are illustrated in the following sequence of diagrams.



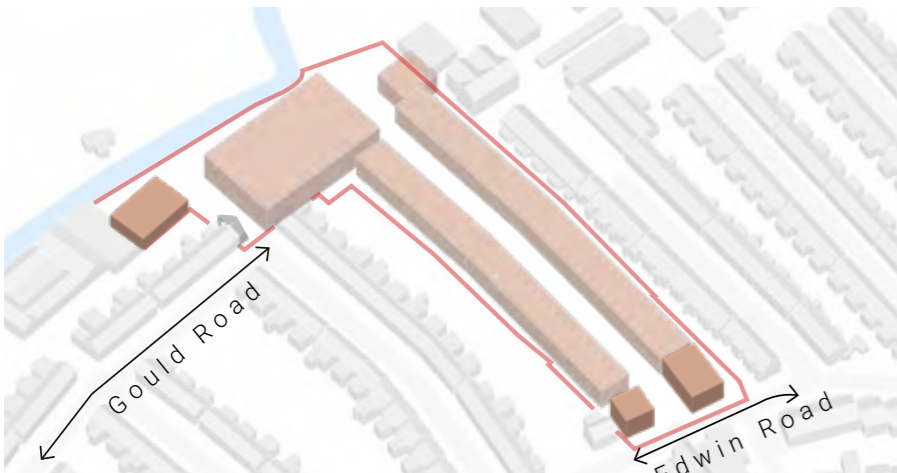
1. Remove all existing buildings with the exception of the end terrace house



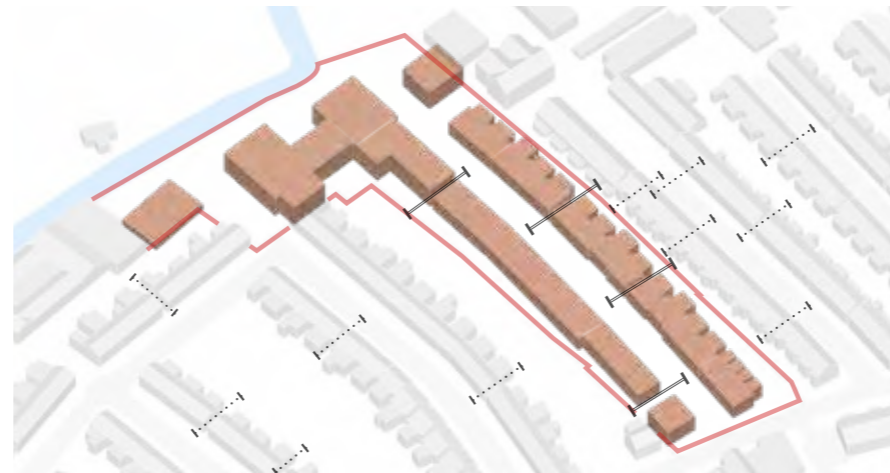
2. Introduce new access routes through the site, with building mass on either side forming a new terraced street



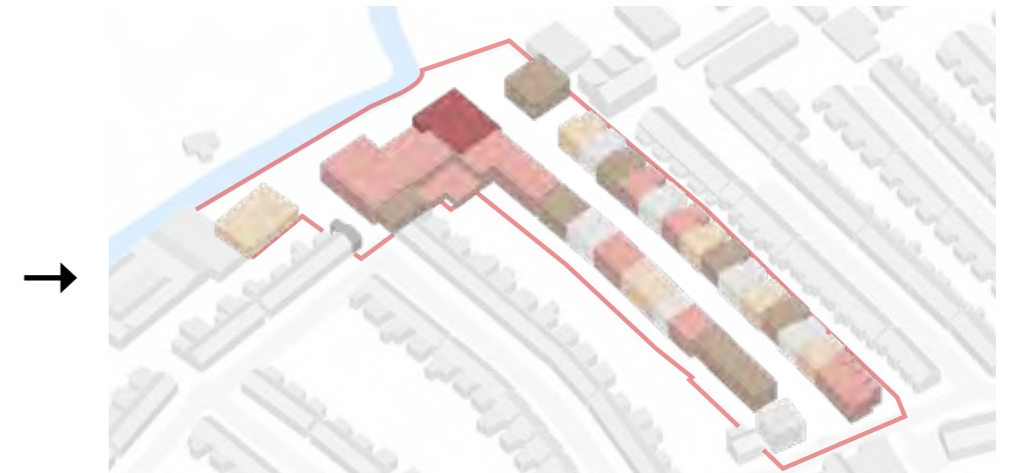
3. Position larger building footprints towards the river and railway edge



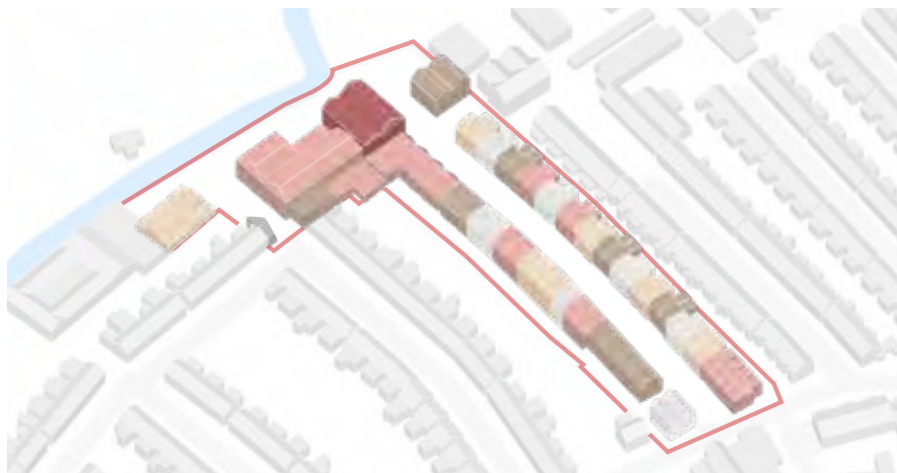
4. Locate smaller buildings to connect to the low-rise residential edge conditions on Gould Road and Edwin Road respond



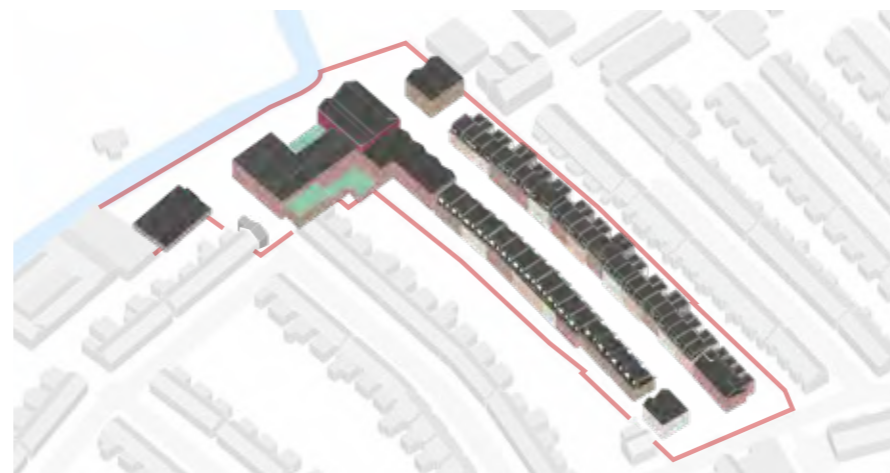
5. Articulation of massing into collections of buildings with breaks in keeping with the surrounding context



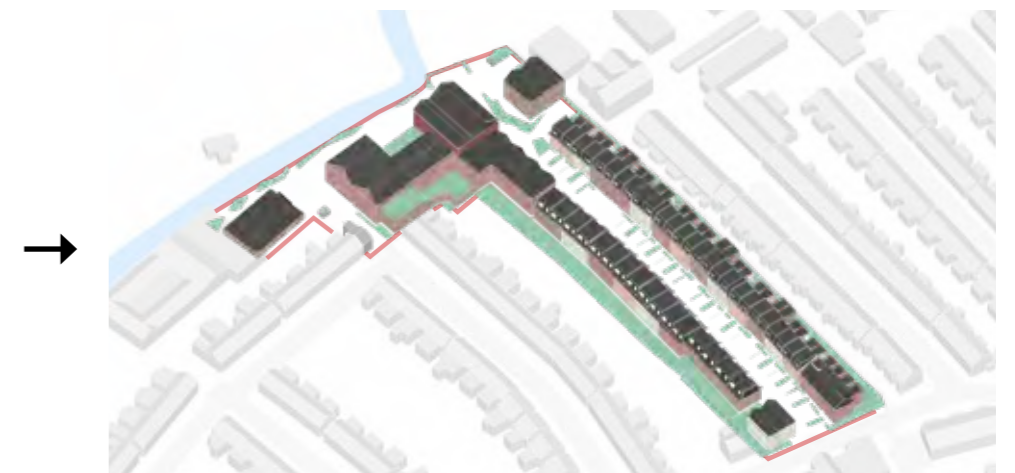
6. Variation in materiality to reflect the surrounding street characters



7. Heights and roof forms to respond to context and fit comfortably in the townscape



8. Develop roofscape to respond to the context



9. Optimise landscaping to riverside, gardens and new street

3.4 Design evolution

This section summarises the design evolution from initial concept through to detailed design and consultation process. The proposed massing has been re-shaped at several key moments in the design's development in response to pre-application feedback, the public exhibition and on-site discovery and to address the two reasons for refusal detailed in the August 2020 decision notice. Three principal waypoints in the massing and form of the proposals are illustrated below.

3.4.1 Massing & form evolution

August 2017



Initial massing, indicating four storeys of townhouses along a new street, leading to six storeys of accommodation to the north

March 2018



Post pre-application 1 massing, showing three storey townhouses, with five storeys of riverside apartments and set-back top floor

February 2019



Refined massing to be more slender and address local residents concerns regarding overlooking



Initial layout showing four storey townhouses without internal car parks or garages



Post pre-application 1 revised layout to accommodate apartment ground floor car parking and garages

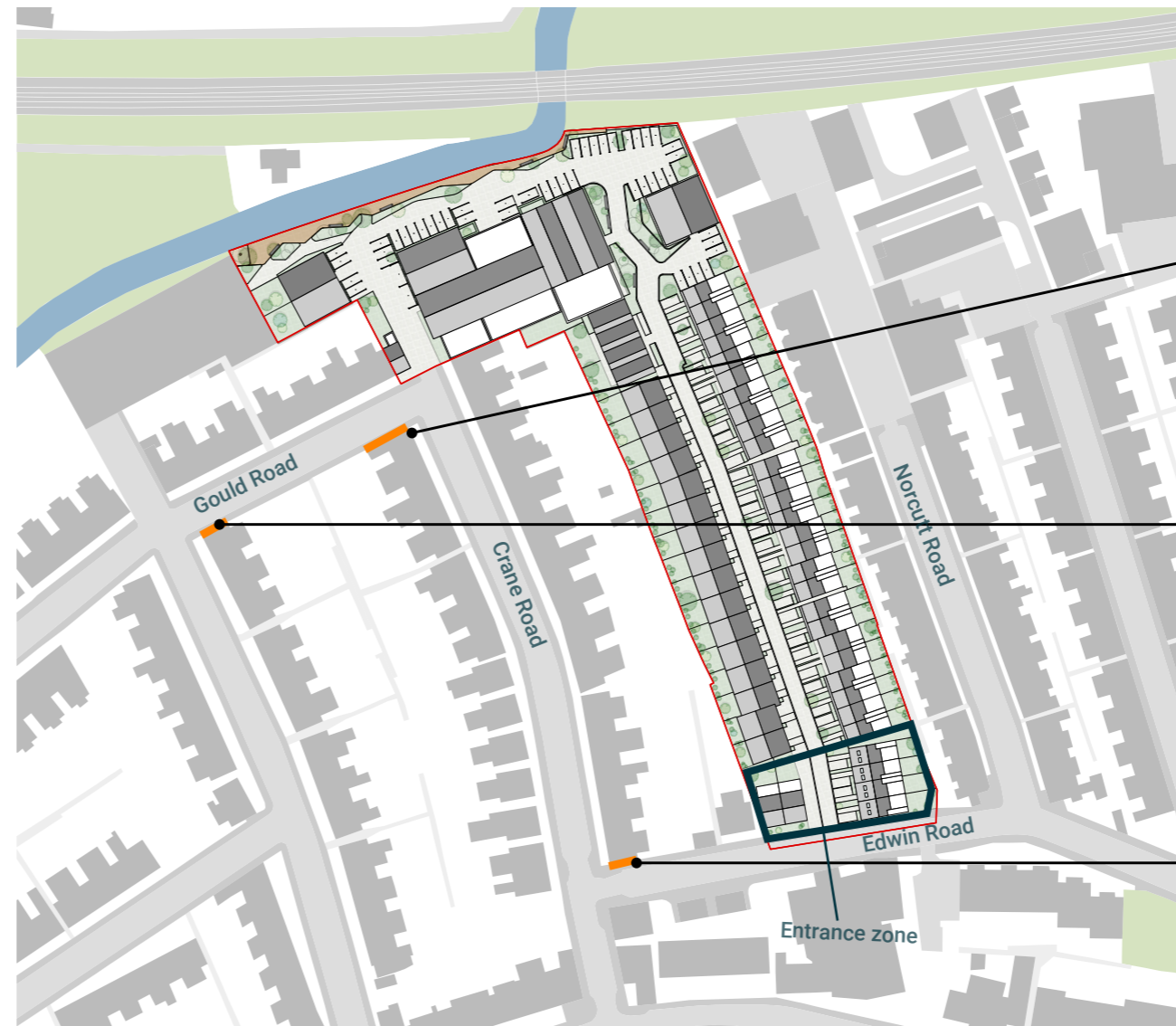


Layout adjusted for sewer line and to accommodate commercial (Use Class E)

3.4.2 Design process & character development - entrance zone

The entrance zone has been designed to respond to the immediate context along Edwin Road.

An initial iteration (Fig.1) looked at all houses fronting the street. However, following design development, an updated approach looked at turning the houses so that a gable end fronted onto Edwin Road instead (Fig.2). This was the option taken forward, providing a more contemporary architectural response along Edwin Road.



Site plan



Examples of nearby gable ends



Example of contemporary gable end treatment

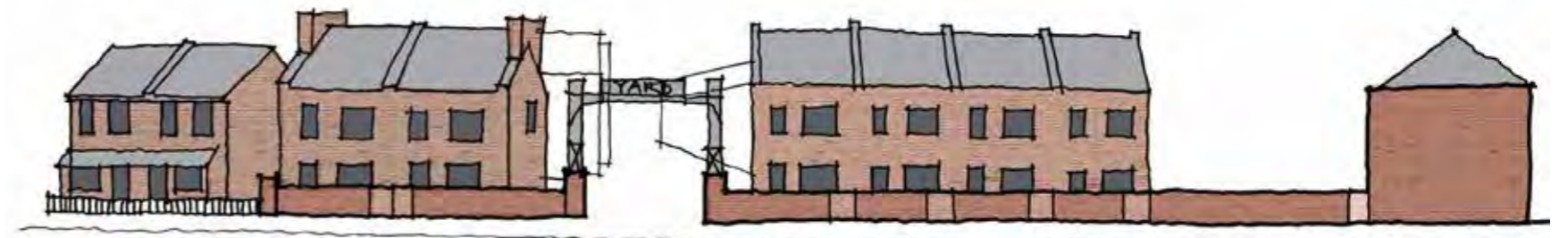


Fig. 1 - Initial scheme iteration (residential option)

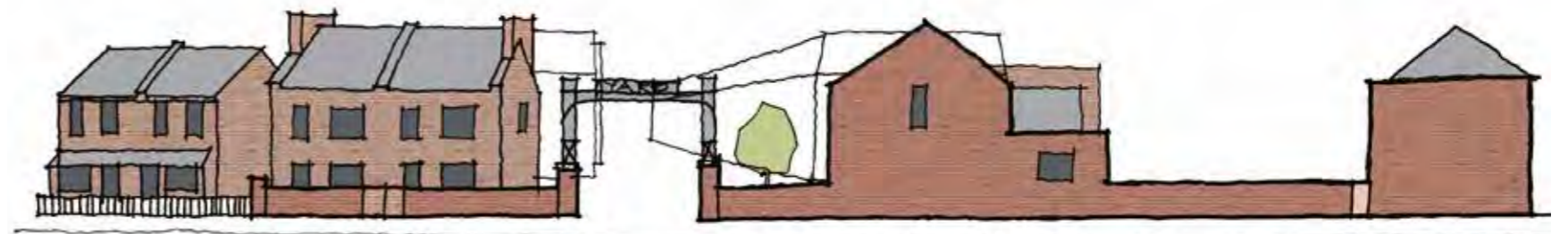


Fig. 2 - Revised scheme iteration (residential option)

Following on from the approach outlined on the previous page, the design of the buildings adjoining 50 and 52 Edwin Road has been through a number of iterations. Initially, the houses were designed to closely respond to the form of houses next door (Fig 1).

However, the proportions felt too uncomfortable. As such, another option was pursued where pitches faced onto the street, creating more successful proportions (Fig 2). At a later stage, the use of the front building changed to commercial, and the materiality was updated to differentiate from the residential buildings and reflect a typical white painted gable end.



Fig 1 - Proposal adjusted to introduce the gable end condition that's typical to Edwin Road and signifies a turn (August 2018)



Fig 2 - Updated proposal (December 2018)



Fig 3 - Proposal adjusted to respond to the public exhibition comments and existing commercial units opposite by introducing commercial units on Edwin Road (February 2019)



Proposal adjusted to respond to the surrounding urban grain and character of Edwin Road, improving the gardens size and orientation from north facing to east facing (August 2018)



Proposal adjusted to respond to the updated sewer line position (February 2019)