

3.4.3 Design process & character development - mews zone

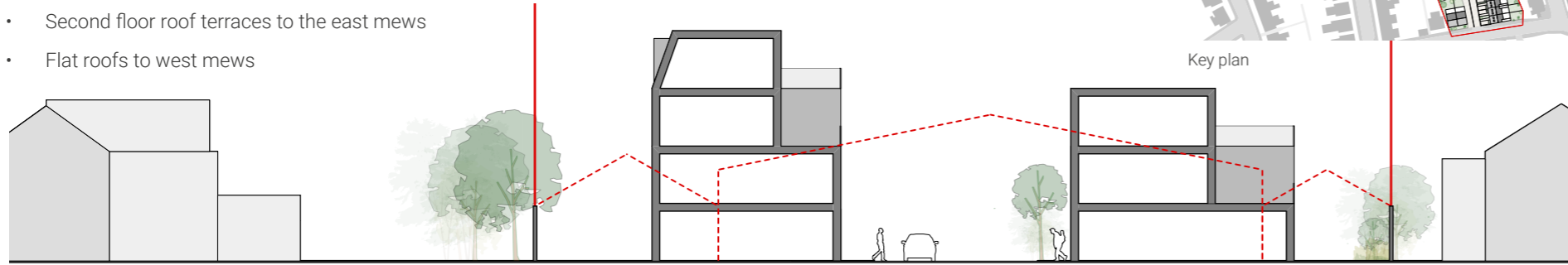
The mews houses are two storey plus roof level accommodation and take influence from historic mews streets found across London. The design of the buildings along the street began as four storey townhouses. However, following the next iteration of design development, the house types were reduced in scale to mitigate impact on the existing terraced houses to the east and the west.

August 2017

- Four storeys
- Second floor roof terraces to the east mews
- Flat roofs to west mews

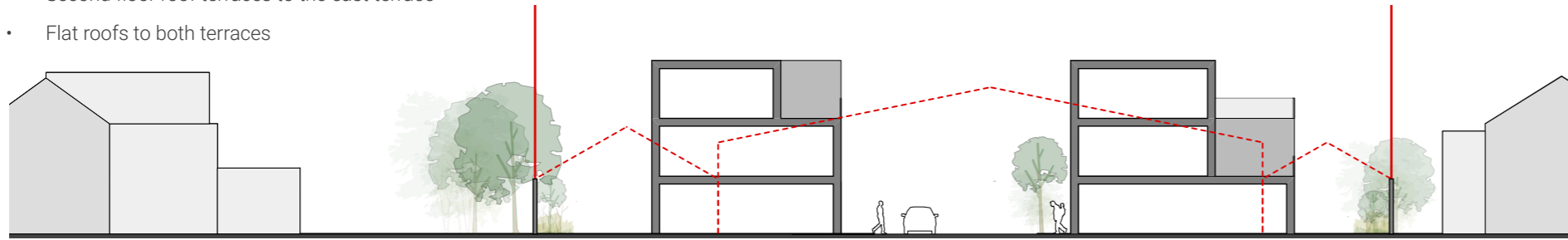


Key plan



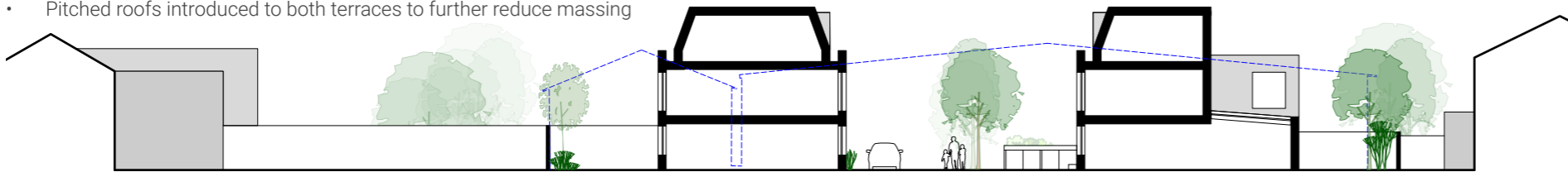
June 2017

- Reduction in height to three storeys to both east and west mews
- Second floor roof terraces to the east terrace
- Flat roofs to both terraces



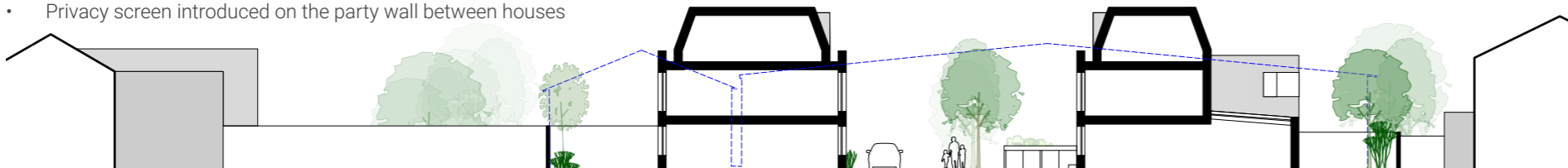
December 2018

- Overlooking reduced by oblique windows
- Terraces removed from both east and west rows
- Pitched roofs introduced to both terraces to further reduce massing



January 2019

- Overlooking mitigated to neighbours with reduced window openings at upper floors and obscured/frosted finish
- Massing facing the houses reduced by angling the rear roof form and relocating the window to the corner
- Privacy screen introduced on the party wall between houses



Proposed sections developments



Initial sketch of mews street



Second sketch of mews street



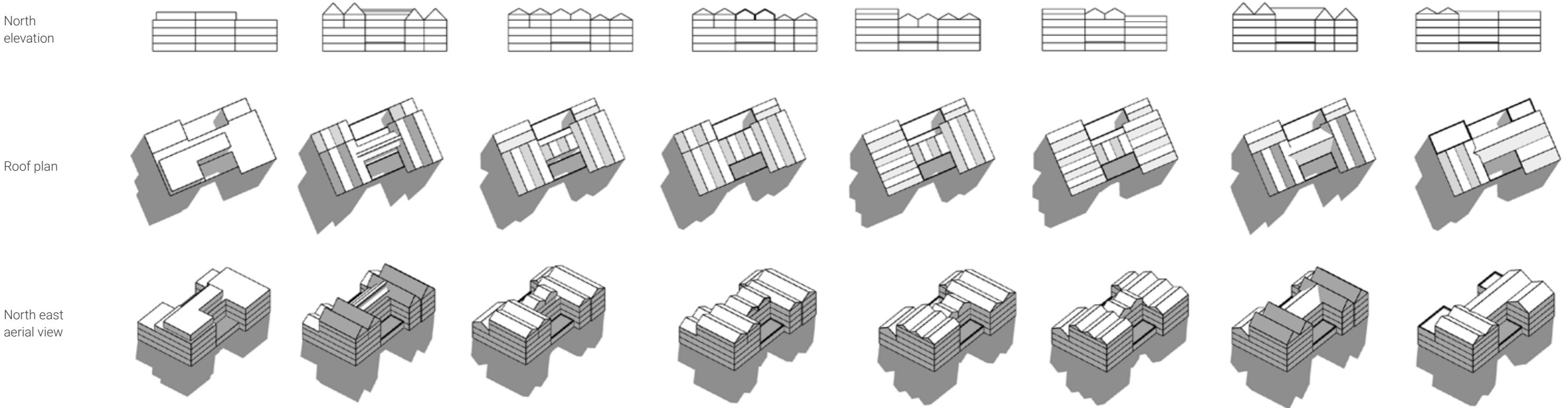
Updated CGI of mews street

3.4.4 Design process & character development - riverside building

The north and east building, as a prominent architectural signifier in the scheme, went through a number of design iterations to ensure it appears as a collection of buildings rather than one large mass. This helps to tie the buildings to the riverside location and relates back to the site's industrial past. Many revisions in scale and massing to reduce bulk and enhance verticality were undertaken in response to internal design development, pre-applications and public consultation. The proposed scale, design and massing of this building was ultimately supported by officers and councillors as part of the refused scheme.

August 2017

March 2018



Massing apartments - testing breaking down the massing from the key views

Riverside building - precedents

Various precedents have inspired the development of the riverside zone, presented in the adjacent images. These include a collection of various brick colours (white, buff, red), roof types (pitched, saw tooth, flat), and building heights, forming a singular development, along with examples of riverside treatments.



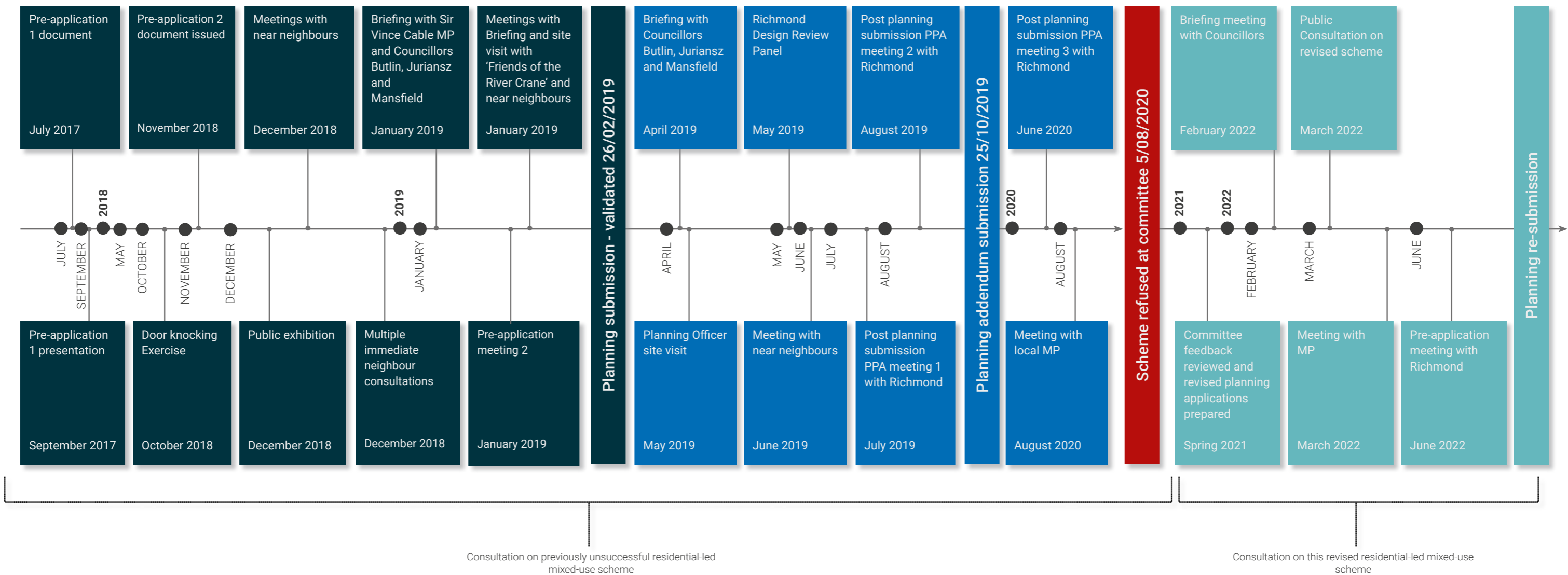
Architectural examples

3.5 Consultation timeline

The diagram below summarises the consultation undertaken with key stakeholders, including the consultations that were carried out as part of the rejected application 19/0646/FUL. This guided the design evolution of the proposal and remains relevant to the revised scheme.

The principal aim of consultation has been 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.

A full commentary on how the design has been adjusted following the various meetings listed below can be found in Appendix 1 of this Design and Access Statement.



3.6 Consultation prior to submission (19/0646/FUL)

The following pages summarise the key consideration activities prior to the submission of previously refused application (19/0646/FUL).

Pre-application 1 proposal - 12th September 2017

The pre-application 1 proposal consisted of:

- 118 homes including 48 three bed houses and 70 apartments
- Mixture of both private and affordable
- 111 parking spaces including 17 garages
- 133,875 sq ft GIA
- 379 habitable rooms
- Density 107 Units/Ha or 344 Hr/Ha (site area 1.16Ha)

Preliminary mix:

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



Sketch - mews street pre-app 1



Sketch - mews street post pre-app 1

Key outcomes

- The proposal for a six storey building at the northern end of the site was considered excessive and over-development. This was revised and reduced to five storeys in one area and four storeys in another.
- The townhouses top floor was redesigned as a pitched / mansard roof to reflect the neighbouring loft conversions and to reduce visual impact.
- The houses fronting Edwin Road were revised to better respond to the surrounding context.
- The building forms were simplified and materials adjusted in response to comments made, fitting in better with the local context and reflecting the mix of materials.
- Landscaping along the River Crane was enhanced and parking along this area reduced.

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 at the public exhibition and are addressed in the 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

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

Key outcomes

- The buildings located to the rear of the Gould Road properties was changed from a two storey apartment building to single storey houses, in response to concern about loss of views. The buildings were also moved off the site boundary.
- Overlooking to Crane Road properties was addressed through changes to the roof forms, reduction in roof terraces, a reduction in floor-to-floor heights to reduce the overall building heights, and retention of existing factory walls along the boundary.
- Reduced window sizes and openings facing outwards from the development.
- The opportunity for a future pedestrian bridge across the river was reviewed.
- Parking management and the construction plan was further developed in response to neighbours' consultation.

Meetings with near neighbours (Various Dates - Nov/Dec/Jan)

A number of near neighbours along Crane and Norcutt Roads were visited to review their current view and access to daylight from their rear windows and gardens. This led to specific modelling of the massing of our proposals from these view points to establish how to improve their current outlook.



Massing - apartment building pre-app 1



Massing - apartment building post pre-app 1



Plan - Option 1



Plan - Option 2

Key outcomes

- Change to roof line and parapet details of the proposals.
- Set-back the buildings further from the site boundary.
- Enhanced boundary treatments with trellis and additional planting.
- Retention of existing factory walls on the boundary to maintain privacy.

Pre-application 2 - 10th January 2019

The same scheme that was presented at the public exhibition was presented to the London Borough of Richmond upon Thames to ensure feedback was based on the same proposals.

The proposal included:

- 118 homes with a mix of private and affordable tenures

Density:

- Site area 1.16 ha
- Density 102 dph/Ha or 344 Hr/Ha
- London Plan Density Matrix: within urban area PTAL 2/3 target 55-145 dph or 200- 450 hr/ha
- 32 x 1 bed (29%)
- 35 x 2 bed (28%)
- 38 x 3 bed (34%)
- 11 x 4 bed (9%)

Mix:



View of east terraced houses



View of west terraced houses

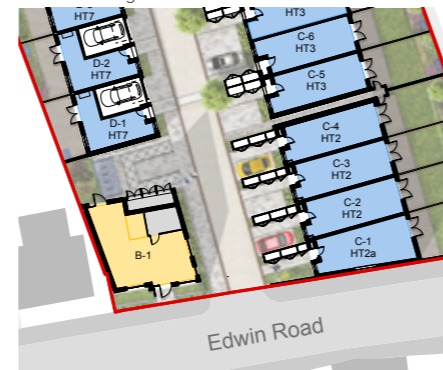
Councillor meeting - 11th January 2019

A meeting was held with Twickenham councillors, where the same scheme was presented as that displayed at the public exhibition and presented at the second pre-application meeting to ensure feedback was based on the same proposals.

In general, the proposals were well received, with the members receptive of the principle of the redevelopment. Specific comments were made regarding the potential for a commercial element, link through to the station, green energy and car parking provision.



Plan showing residential on Edwin Road



Revised plan showing commercial on Edwin Road



CGI of Edwin Road entrance



Revised CGI of Edwin Road entrance

Key outcomes

- The policy position to protect employment was noted.
- The councillor was interested to see if a small commercial unit might be feasible. This was incorporated along Edwin Road as also noted in pre-app 2 outcomes. This has been designed specifically for small start-ups and local businesses.
- It was noted that the neighbouring Crane Mews struggled to fill commercial space and is connected to residential.
- The councillors were pleased that family houses were being offered and they were interested to see a possible partnership with a housing association.
- It was felt that the entrance to Edwin Road was overly grand with the pillar columns suggesting a gated development. These were subsequently revised and reduced in scale.
- It was agreed that HGV traffic was inappropriate in this area and should not be reintroduced.
- Support for a bridge to link the site.
- Encouraged greater integration with the river and ecological improvements.

Friend of the River Crane (FORCE) - January 2019

An on site meeting and walk around was held with FORCE, where they took the teams through current projects and aspirations for the river.

Key outcomes

- FORCE were neither for or against the river crossing, but felt money would be better spent on other matters to enhance the existing condition.
- Encouraged designs to be more ambitious and create improved softening of the existing concrete riverbank, whilst acknowledging the residential neighbour opposite and restrictions this might bring.
- Encouraged by the riverwalk but were concerned this is connected from the rest of the path



Planning submitted landscape proposal



Planning addendum landscape proposal

Secured by Design - 4th February 2019

A Secured by Design meeting was held on Monday 4th February 2019. The design was reviewed and key issues highlighted by the SBD officers. A summary of the discussion and outcomes is outlined below.

Key outcomes

- Security - There needs to be sufficient lighting towards the riverside to prevent loitering. Trees are to have high canopies along the mews street. Play space will need to be in line with SBD guidance and SBD rated. Garden walls to be 1.8 minimum with an additional trellis for extra height should it be required in the future.
- SBD hardware - External bin and bikes stores need SBD rated bike anchor points - 'sold secure'. Internal bike stores in garages acceptable if the garage door itself is SBD rated. Garden doors need not be SBD rated in those houses with garden doors to rear of garages. Entry door to apartments to be above PAS standard.
- Access - Apartment hallways should have airlock spaces at building entry points. Postal approach to be either multi post box mounted in external wall or hallway. Follow Royal Mail preference. Fob-in fob-out methodology for car park door to deter tailgaters.
- All the above has been addressed in the planning submitted design.

3.7 Consultation post submission (19/0646/FUL)

Richmond Design Review Panel - 10th May 2019

Following a request from the London Borough of Richmond upon Thames post submission, a Design Review Panel (DRP) was arranged to present the scheme for feedback. The DRP took place on 10th May 2019 with a mixture of professionals included on the panel. Planning officers and ward councillors were also in attendance. The DRP included a site walk around before a presentation by the Architects, a discussion and then feedback.

Officers and the panel were generally aligned in their comments and responses as detailed here.

Summary of DRP comments:

- The site represents an ideal opportunity for providing new housing in the borough, regaining access to the riverfront and potentially creating 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 Panel acknowledge that, although the urban grain may be slightly tight, it does comply with the New 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 Building 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; and
- Losing the four houses proposed at this end would enable a more effective use of the external space on the riverfront.

Officers comments:

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

Key outcomes

The scheme addressed all of the comments raised above as part of the revised re-submission.

Planning objection comments - Feb-Sept 2019

During the consultation period of the previously submitted application (LPA ref 19/0646/FUL) a number of objections and comments were raised by members of the public. Design changes were subsequently made to address these objections. These include further explanation of some items and revisions to other elements to directly address the concerns raised.

Key feedback and outcomes

- A large majority of the comments raised once the application was submitted related to transport and parking and what restrictions would be on the CPZ. The developer confirmed the commitment to restrict residents to CPZ'd applications, which would be written into the title deeds.
- A number of comments questioned the density of the scheme. An analysis was undertaken to demonstrate that the proposals are in line with the neighbouring road densities of Hamilton Road and Norcutt Road.
- Height was raised as a concern by some residents through the objections. The tallest building is a modest five storeys towards the north of the site. This matches the approved student accommodation building less than 40 metres away. It is also similar in height to the apartment buildings on Langhorn Drive across the river. We understand residents are concerned about this height which is the reason for positioning the four and five storey building where it will have minimal impact on the surroundings, with no effect on sunlight to neighbouring properties, nor does any residential building look directly towards them.
- The architectural character of the development was raised as a possible concern, and challenged the team to ensure they are in keeping with the local area.
- Overlooking, privacy and daylight and sunlight were also raised as concerns. The scheme was amended to avoid overlooking from Building E and F based on these concerns. Elsewhere, opaque glazing is used to prevent overlooking from buildings in close proximity. The daylight and sunlight analysis shows a marked improvement to many of the surrounding properties.



Planning submitted scheme: Crane Road view



Planning addendum proposal Crane Road view

Environment Agency & Friends of the River Crane - April/June 2019

A letter was submitted by the Environmental Agency objecting to the proposal in April 2019. In the letter, the EA object to the proposed development due to its impacts on nature conservation and Water Framework Directive Requirements. On 24th June, a letter was submitted by the applicant responding to the letter and providing additional information to the Environmental Agency. Following receipt of this letter, the EA withdrew their objection to the scheme.

In addition to the EA letter, a letter from Friends of the River Crane (FORCE) was submitted objecting to the proposals.

The scheme was amended to respond to the following comments as follows:

- Increase the riparian habitat by providing additional greenery along the river edge, and opportunities for burrows and nesting within a low level wall and native hedgerow.
- Reduce the hard standing and parking provision adjacent to the river and further increase ecology and soft landscaping, ensuring the existing condition is greatly improved. Increase in permeable paving.
- Further analysis and design amendments to minimise lightspill towards the dark river corridor.
- Enhanced playspace to increased the public realm playspace area, giving a total of 368 sq m and a further 165 sq m within communal terraces. This ensures the current proposal is policy compliant.

Summary of amendments following meeting with Richmond Council - 2019 and 2020

Various meetings were held with Richmond upon Thames Borough Council during the determination period to address issues relating to overlooking and privacy, PV panels, riverwalk playspace and affordable housing locations, mix and provision.

Key outcomes

- Omission of balconies on Building F overlooking the Gould Road houses
- Increase in number of PV panels across the scheme
- Change of window arrangement on Building E to avoid overlooking to Alcott House
- Improvements to riverwalk planting and lighting design



Illustrative plan - river walk

3.8 Summary of amendments through consultation for application 19/0646/FUL

Numerous consultation events and meetings took place with key stakeholders as part of the above application, which remain relevant for this new application. A summary of the changes made to the residential-led mixed-use scheme is set out below.

The changes respond to the consultation with near neighbours, Design Review Panel, Friends of the River Crane (FORCE), the Environmental Agency (EA), local councillors and London Borough of Richmond Upon Thames.

- Redesign of building backing onto Gould road houses to reduce the impact on neighbouring properties;
- Reduction in height of three storey 'saw tooth' roof building adjacent to apartment building;
- Review of size and number of windows overlooking gardens from apartment buildings;
- Retention of existing factory walls where on the red-line boundary to maintain existing condition for neighbours;
- Improvements to boundary wall condition by adding a trellis;
- Reduction in height of riverside buildings;
- Reduction in overall parking numbers and hard landscaping, lowering the risk of roadside runoff;
- Improvements to riverside area, biodiversity and pedestrian experience with enhanced play and additional landscaping and tree planting along river;
- Improvements to river edge guarding with low level wall and additional planting reducing light-spill towards the river and retention of dark corridor;
- Safe guarding of the future pedestrian bridge landing point;
- Changes to the massing and balcony design at the junction of Gould Road and Crane Road and removal of a communal roof terrace to mitigate overlooking;
- Amendment to Building F fourth floor roof form and cladding treatment to improve contextual relationship and reduce visual impact;
- Adjustment to house types, increase back garden sizes and relocation of two accessible houses into the apartments;
- Change to rear of houses to improve DLSL and outlook without introducing overlooking and reducing overshadowing through the year compared to the existing condition;
- Relocation of substation to standalone building and replacement with NSA;
- Amendments to window design to mitigate perceived overlooking;
- Amendments to lighting design to minimise impact on ecology and river corridor.
- Change to Use-class E two storey building, from three storey residential building
- Change to entrance design



Roof plan of planning submitted scheme highlighting changes

3.9 Revised scheme - Public exhibition 19th March 2022

A public exhibition was held at Twickenham United Reformed Church on Saturday 19th March 2022. The boards showed both the residential led scheme and industrial led scheme. Members of the design team and client were present to discuss the proposals and answer any questions.

Local residents, stakeholders and interested parties attended in-person, responded online and by freepost. A total of 33 completed forms have been received to date. Notably, although 94% live in the area, the majority were new respondents who had not taken part in the previous application consultation. Key themes that were mentioned at the public exhibition and are addressed in the supporting planning documents include:

Land use

Overall, the residential scheme was preferred of the two proposals for redeveloping the site due to the need for housing, especially affordable housing, and lack of demand for industrial use in this area. Residents believed the residential-led scheme would enhance the neighbourhood. The affordable business premises proposed as part of the residential-led scheme was also supported as being appropriate for, and of benefit to, the local area. Industrial use in this residential location was strongly opposed by the majority of respondents.

Construction management

Feedback highlighted measures for mitigating construction impacts is important to the nearby residents.

Transport & access

Those who provided feedback consider the site unsuitable for lorries with concerns about safety for local residents, increased levels of pollution, damage to parked cars and the impact of more traffic on already congested narrow roads. These concerns largely related to the industrial-led scheme. A request for the CPZ restriction time to be extended was made in order to help mitigate the parking concerns.

Key outcomes

Following the event, copies of the boards were shared on the website, with Stephen Carter and Maria Seale, who offered to share via the local residents' WhatsApp group, and to the councillors present at the meeting on 11th March 2022.



Photo 1 of consultation underway at Twickenham United Reformed Church



Photo 2 of consultation underway at Twickenham United Reformed Church

The boards are organized into three columns and four rows, each featuring the Twickenham logo and the website www.londonsquaretwickenham.co.uk.

- Board 1 (Top Left): WELCOME** - Welcome to our community event to update you on the revised proposals for the Gregg Bakery site between Crane Road, Edwin Road and Norcutt Road. It includes a background section on the site's history and a summary of the previous application.
- Board 2 (Top Middle): INDUSTRIAL-LED SCHEME** - Details the key principles, site location, and the proposed industrial unit design. It lists 107 new homes (1, 2 and 3 bed) and 20% affordable housing.
- Board 3 (Top Right): RESIDENTIAL-LED SCHEME** - Details the key principles, site location, and the proposed residential development. It lists 118 new homes, including 40% affordable housing.
- Board 4 (Second Row Left): THE SITE** - Provides a detailed overview of the 1.1 hectare site, including its location, current use, and surrounding context.
- Board 5 (Second Row Middle): INDUSTRIAL-LED SCHEME - KEY VIEWS** - Shows architectural renderings of the industrial unit from various perspectives.
- Board 6 (Second Row Right): RESIDENTIAL-LED SCHEME - KEY VIEWS** - Shows architectural renderings of the residential development from various perspectives.
- Board 7 (Third Row Left): WHAT'S NEXT?** - Outlines the next steps in the planning process, including the preparation of a full planning application.
- Board 8 (Third Row Middle): DESIGN OF THE INDUSTRIAL UNIT** - Provides a detailed architectural drawing of the industrial unit's design.
- Board 9 (Third Row Right): NEXT STEPS** - Details the next steps in the planning process, including the preparation of a full planning application.
- Board 10 (Bottom Row):** A summary board containing a table of housing types and a list of key outcomes.

Housing type	Affordable mix	Shared ownership
1 bed	23 apartments	6 apartments
2 bed	16 apartments, 1 house	3 apartments
3 bed	5 houses, 2 apartments	None

Boards presented at the public exhibition

3.10 Councillor & MP meetings - March 2022

Members of the client and design team met with local councillors and the MP to update them on the proposals which are being brought forward for a planning submission.

The proposals were very well received, and councillors were encouraged the applicant was continuing to achieve a residential scheme on the site.

3.11 Pre-Application - 9th June 2022

The pre-application meeting took place virtually on Teams on Thursday 9th June. Key points raised are summarised below. There were no objections to the urban design/ architecture.

Comments

Change of use

- Change of use is not supported by policy.

Affordable housing

- 50% affordable housing level would need to have a viability assessment as fast track route is not possible due to unacceptable policy position on change of use.

Our response

Change of use

- Accompanying reports and research undertaken by the team show industrial scheme is not appropriate for this site due to access constraints, limits on industrial use and hours of operation due to noise impacts on residential neighbours and therefore limited attractiveness to the market as demonstrated by marketing evidence marking spaces unlettable.

Affordable housing

- A viability assessment will be provided alongside the assessment.



[Summary](#)

Summary of 2 schemes coming forward

	Scheme 1 - Industrial led	Scheme 2 - Residential led
No. of residential homes	97	116
Affordable provision	20% by unit / 18% by hab room 7 affordable rent / 13 shared ownership	50% by unit / 40% by hab room 47 affordable rent / 11 shared ownership
Commercial / Industrial floor space	883 sq m (9,500 sq ft) Use Class E(g)(iii)	175 sq m affordable B1 workspace (1,884 sq ft)
Parking numbers	86 residential spaces 1 car club space 22 industrial spaces 4 loading bays	100 residential spaces 1 car club space 1 accessible commercial space
Massing	2 to 5 storeys	2 to 5 storeys

Excerpt from Councillor & MP presentation summarising both proposed schemes



Introduction

Context

Design process

4.0 Design response

Landscape

Technical design

Access

Appendices

4.1 The proposal

The following section details the design proposals, demonstrating the contextual and analytical approach undertaken in order to achieve a successful and cohesive scheme.

The design has evolved from a thorough process of researching and understanding the site and its surrounding context, including consultation with the London Borough of Richmond upon Thames, local residents and key stakeholders, whose opinions have informed the design as previously outlined.

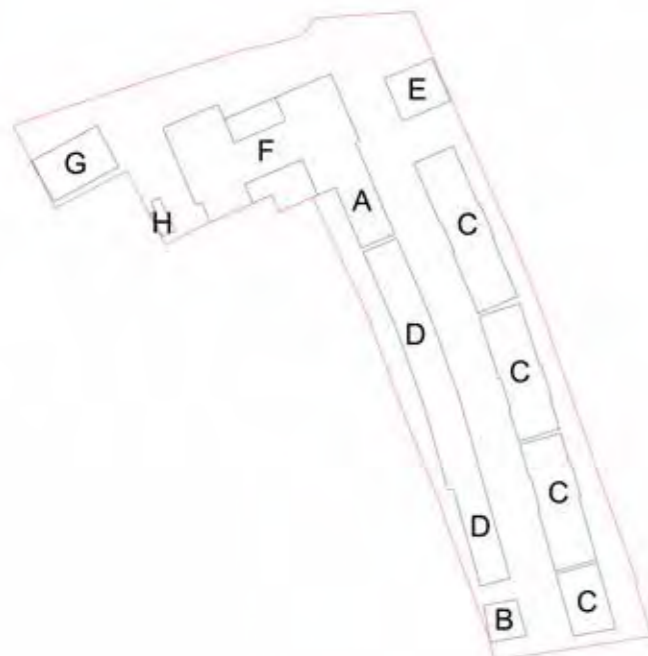
The proposals are considered to make best of the site in accordance with London Plan policy GG2.

Summary of the scheme:

- 116 new homes of which 50% will be affordable
- 175 GIA sq m flexible and affordable E use class floorspace
- New public realm with landscaping and riverside walk
- High-quality architecture with traditional forms and contemporary detailing



Artist's impression of the proposal



Building label key

4.2 Use & amount

The proposal is for a residential-led mixed-use scheme of appropriate use and density for the location, providing 116 much needed homes of varied housing mix and type, associated private amenity and parking, new public realm, landscaping and riverside walk, alongside a standalone E use class office space fronting Edwin Road.

Residential

116 total homes

- 33 x 1 bed (28%)
- 33 x 2 bed (28%)
- 46 x 3 bed (40%)
- 4 x 4 bed (4%)

65 total apartments

- 33 x 1 bed apartments (29%)
- 28 x 2 bed apartments (24%)
- 4 x 3 bed apartments (3.5%)

51 total townhouses

- 5 x 2 bed townhouses (4%)
- 42 x 3 bed townhouses (36%)
- 4 x 4 bed townhouses (3.5%)

Area & density

- 342 hab rooms per hectare (hrh)
- 103 dwellings per hectare (dph)
- 11,674 sq m residential GIA (125,657 sq ft)
- 883 sq m ancillary GIA (9,504 sq ft)

Commercial (Use Class E)

- 175 sq m use class E space GIA (1,884 sq ft)
- 20 sq m ancillary GIA (215 sq ft)

Parking

- 100 residential car parking spaces (10 accessible)
- 1 use class E car parking space (1 accessible)
- 1 public on-street car-club parking space
- 234 residential cycle spaces (18 accessible)
- 6 visitor cycle spaces (all accessible)
- 8 use class E cycle spaces (all accessible)



Ground floor plan showing houses, apartments and commercial locations



Proposed ground floor plan

4.3 Architectural approach & character areas

As the design has developed, the site has naturally divided into three distinct character areas that respond to their immediate context.

Entrance

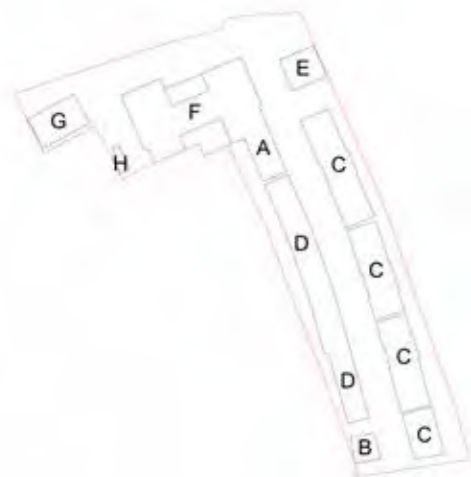
- Along Edwin Road, providing a gateway into the development
- Reflecting the existing more active uses on Edwin Road
- Front garden zone aligning with the adjacent properties
- Continuation of strong building line established along the road
- Two storeys on street frontage matching surrounding context
- Gable end wall defining end of eastern terrace

Mews

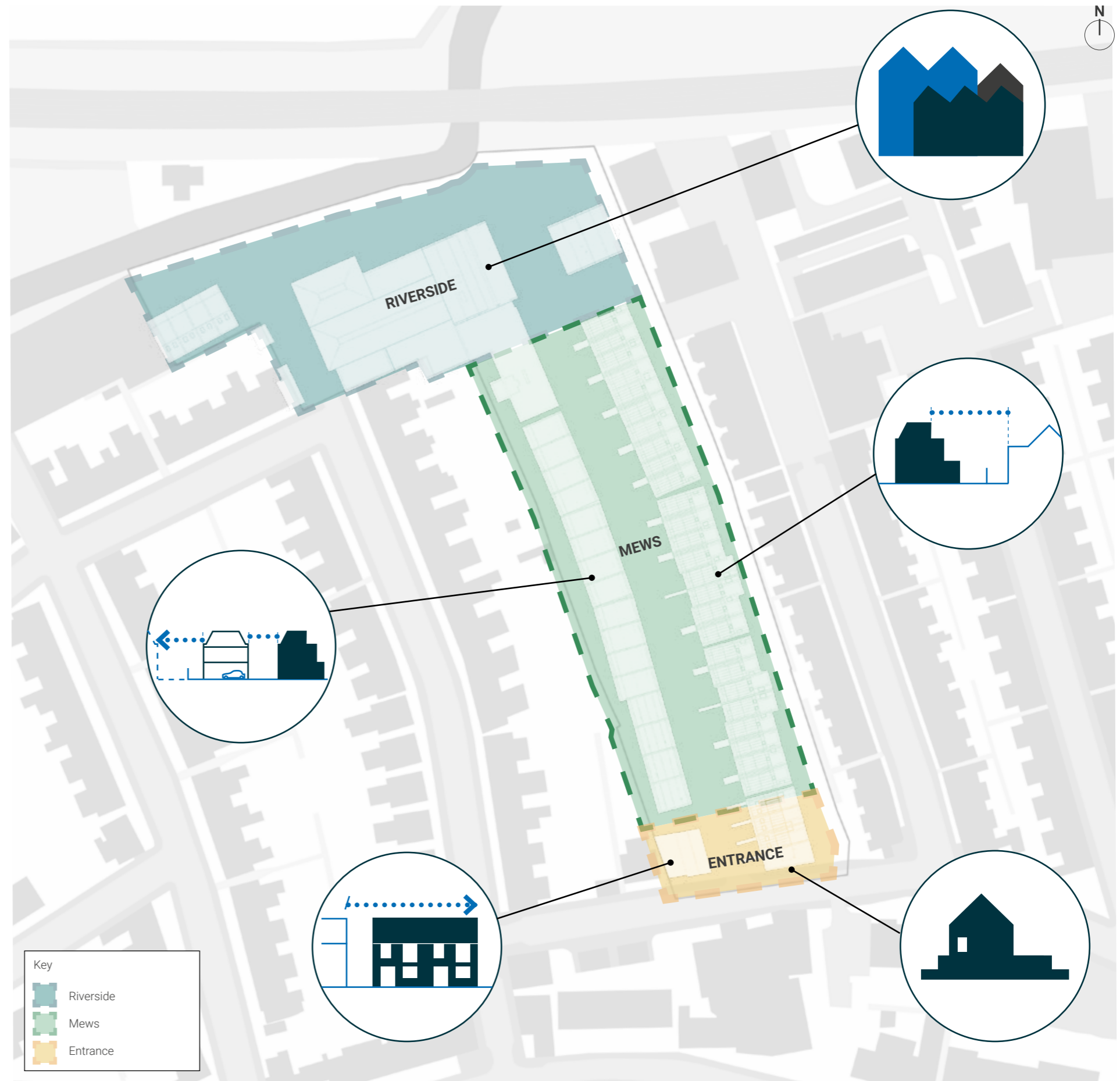
- A new residential street with 2.5 storey terraced houses - in keeping with the surrounding context
- Boundary treatment to avoid overlooking at ground floor
- Strategically placed windows/views within mews to avoid direct overlooking within the site
- Simple domestic forms referencing typical 19th Century London mews
- Wider house type with integrated garage
- Hard surfaces, front driveways and shared surfaces
- Varied finishes in keeping with surrounding context

Riverside

- Industrial / wharf aesthetic responding to the river and existing site use
- Apartment building F reads as a collection of buildings built over time
- Varied roofscapes and scales ranging from one and a half to five storeys to break down the mass
- Surface parking focused away from the river to prioritise pedestrian access
- Riverside walkway opening up views to the river and introducing ecology and biodiversity
- Tallest element strategically located to minimise visibility from the local streets



Building label key



Character areas diagram

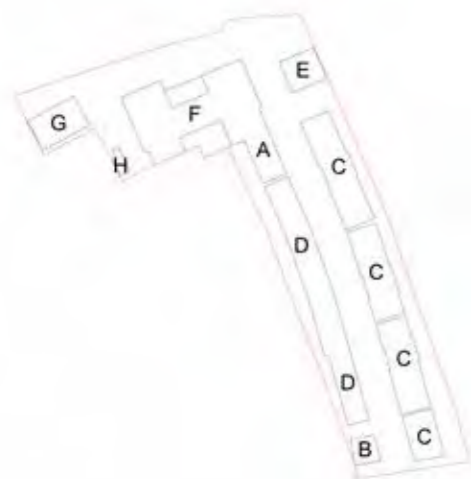
4.4 Scale & massing

The site is in a mainly low-rise residential area, and therefore the proposals are mindful of this surrounding context. The general approach taken has been to keep the houses at a similar scale to their immediate neighbours, achieved by providing accommodation within the mansard roof of the houses and within the lantern roof of apartment building F.

The office building and house type that fronts Edwin Road have been deliberately kept lower to ensure they fit within the street scene. The commercial building is two storeys with a pitched roof, the residential gable end is two storeys with a typical pitched roof and dormer window. This reduces the massing further than the mansard roof used elsewhere.

Entering the site from Edwin Road towards the river, the buildings rise up in scale from two storeys to five storeys. As you move along the river and exit the site onto Crane Road the buildings go back down in scale from five storeys to one storey. The building footprints are larger adjacent to the river, matching their neighbours and the typical urban grain as you approach the river. These buildings have been broken up into smaller forms through the use of varied materiality and roofscapes helping to embed the buildings into the existing townscape.

The majority of the dwellings (101 homes) are in buildings of three storeys and below. The tallest building is similar to the recently approved affordable housing (19/2789/FUL) immediately to the east of the site. This taller massing has been positioned away from boundaries in a location which has the least impact on surrounding properties whilst adding interest and variety to the roofscape when viewed from more distant locations.



Building label key



Proposed massing showing heights in relation to context

4.5 Scheme layout & positioning

The layout and positioning of the scheme has been informed by the urban grain of the local context and its history, as well as key site constraints such as the existing sewer line and the 8m river corridor.

The houses and commercial building fronting Edwin Road have been positioned to sit comfortably with other buildings along the street. The commercial building matches the building line of the existing houses at 52 and 54 Edwin Road, and provides defensible space and an active frontage.

The southern end of the eastern terrace presents a gable wall to Edwin Road in the same way as is presented on the corner of Norcutt Road. This presents a hard edge to the pavement, whilst narrow windows have been introduced to provide a level of natural surveillance to the street. It also creates a natural corner to the development, encouraging movement down the new mews street.

The mews street is set 13m wide, similar in width to many of the neighbouring streets. This allows for a driveway and front garden to the houses on the east side, and an integrated garage to the houses on the west side, whilst maintaining a large shared surface road and walkway. The houses are not centred on the site boundary so as to avoid the sewer line and increase the separation distances from adjoining houses. This creates greater separation distances than those of the streets to the east.

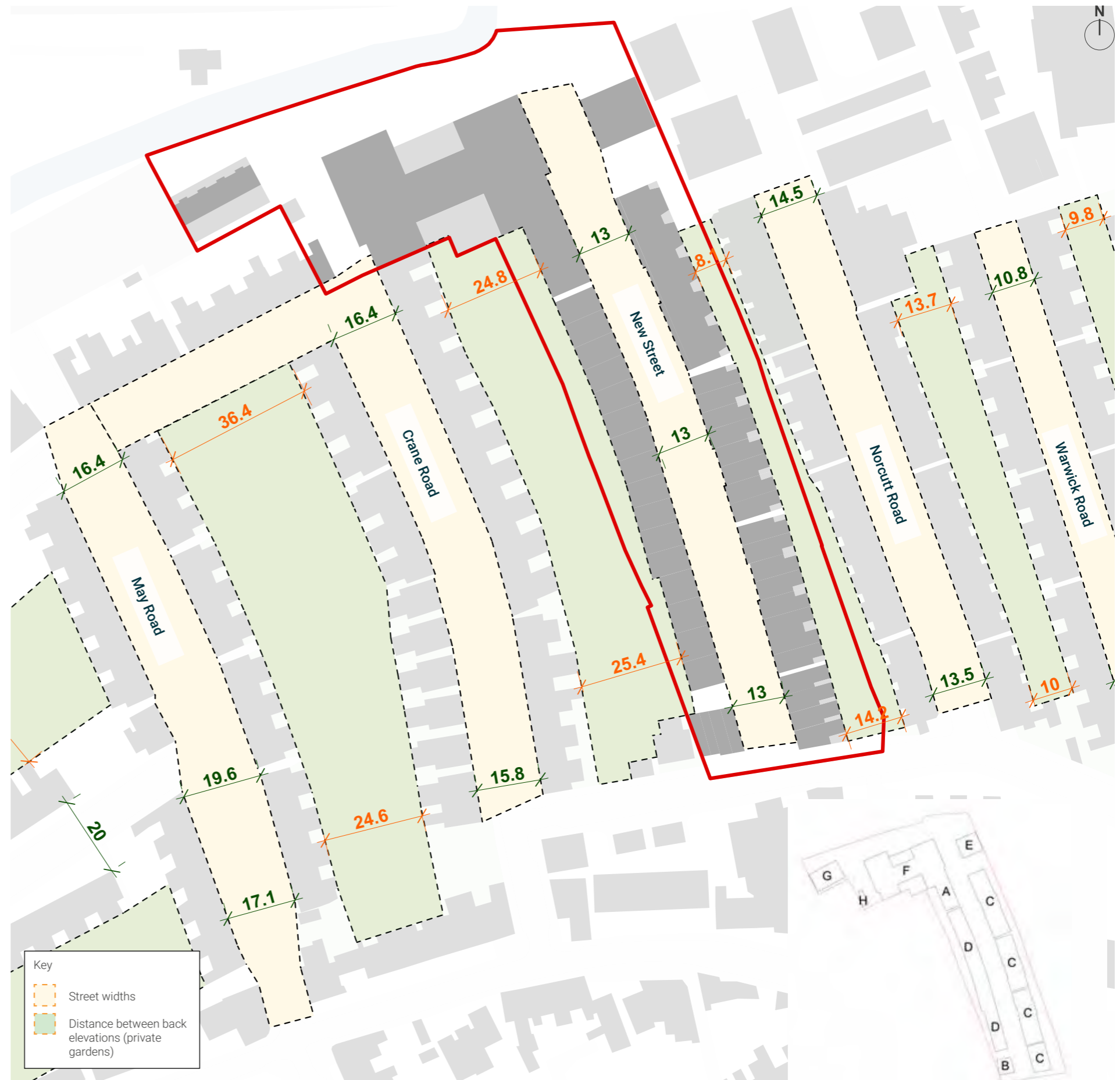
The tight urban grain of the new street and existing streets nearby creates a clear domestic scale, level of comfort and safety when walking down the street, and sense of community. Gaps have been introduced in the east terrace to provide relief between the building and to mirror neighbouring streets. In addition, the houses also step in and out, adding a playfulness to the street frontage, as well as further breaking down the massing of the terraced houses.

At the end of the street, on the approach to the river and railway, the building forms are set further apart as is common to the neighbouring context along this border. The larger apartment buildings have been laid out to avoid the creation of single large structures. Instead, there are four distinct building forms that can be read individually. These buildings to the north have been set-back from the river edge to retain a minimum of 8m from the river bank for the smaller elements, (building G) and 13m from the river for the larger elements, reducing the buildings impact from key views on CraneFord Way Recreation Ground and providing space for surface parking and riverside landscaping. A landscaped podium within apartment Building F conceals additional parking at ground floor.

Surrounding proximity analysis

The surrounding residential street widths (marked in yellow) vary from the narrowest at 10-11m to approximately 19-20m at the widest points.

The distance between the rear of the surrounding housing (marked in green) range from 9m at the narrowest to 36m at the widest point.



Block plan showing street and garden widths