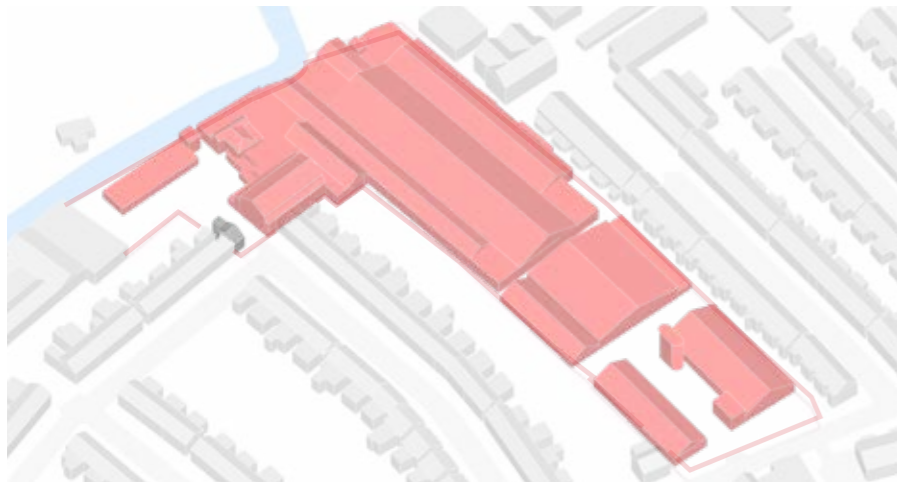
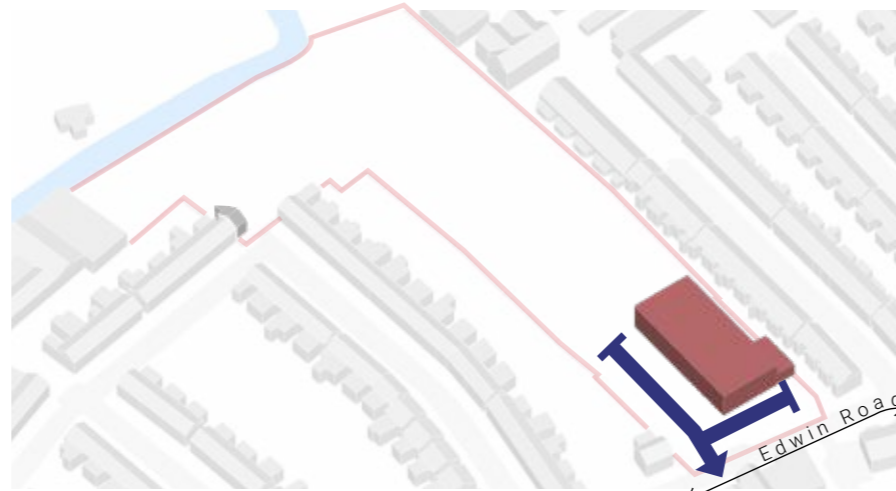


3.7 Design principles

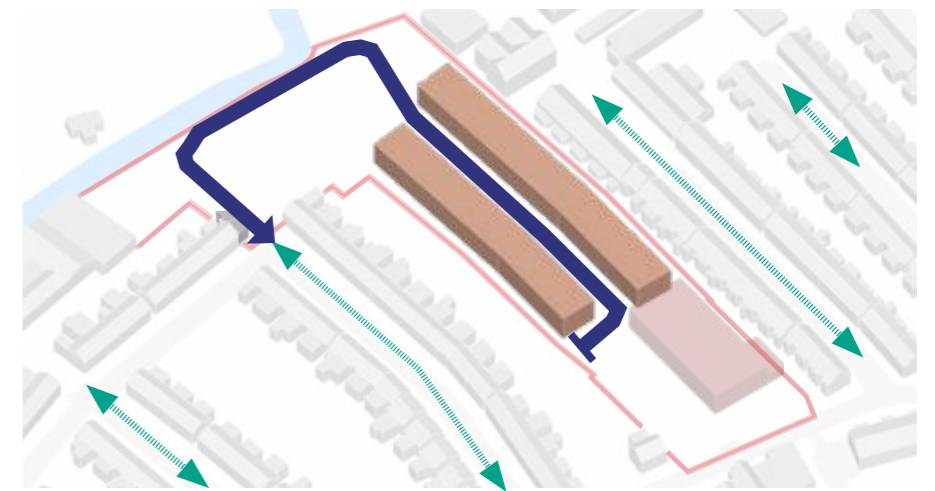
A number of design principles have been set out that underpin our design approach. These are illustrated in the following sequence of diagrams



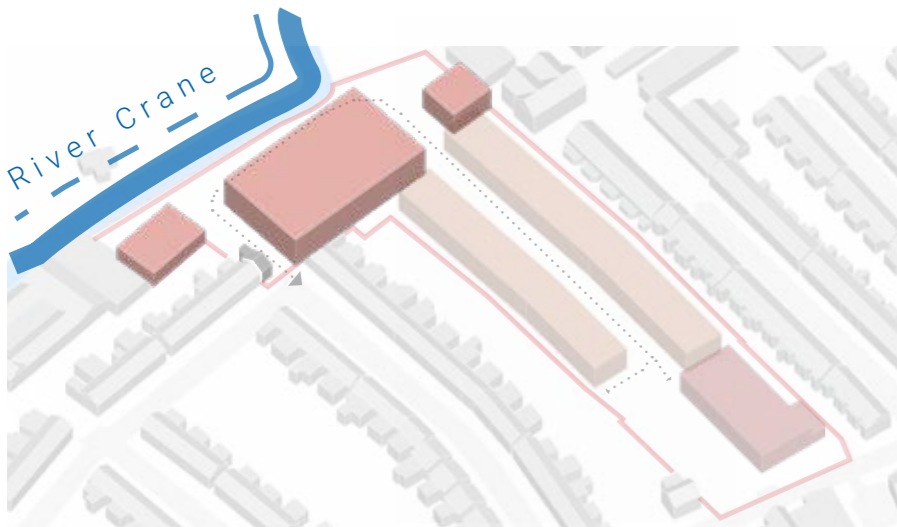
1. Remove all existing buildings with the exception of the end terrace house



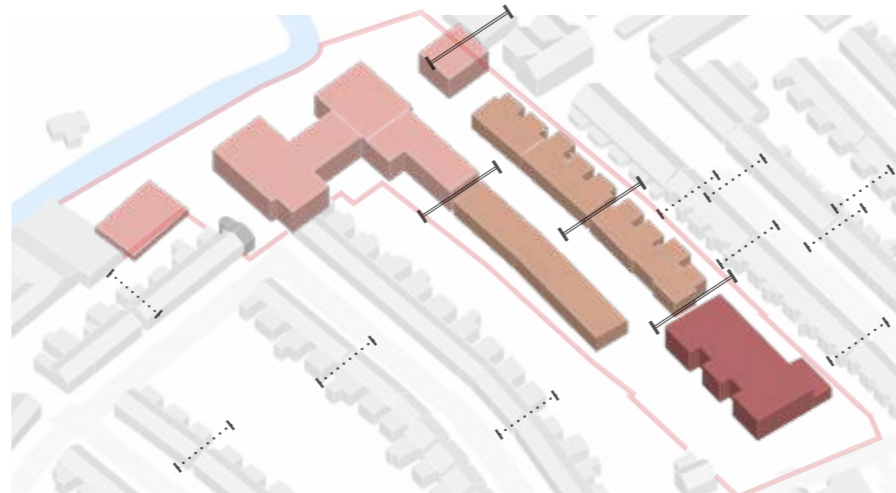
2. Industrial floorspace accessed from Edwin Road to respond to the road's existing character and minimise adverse impacts on highways and residential amenity



3. New residential buildings either side of access route from Crane Road, forming new terraced street connecting to the existing residential street grain



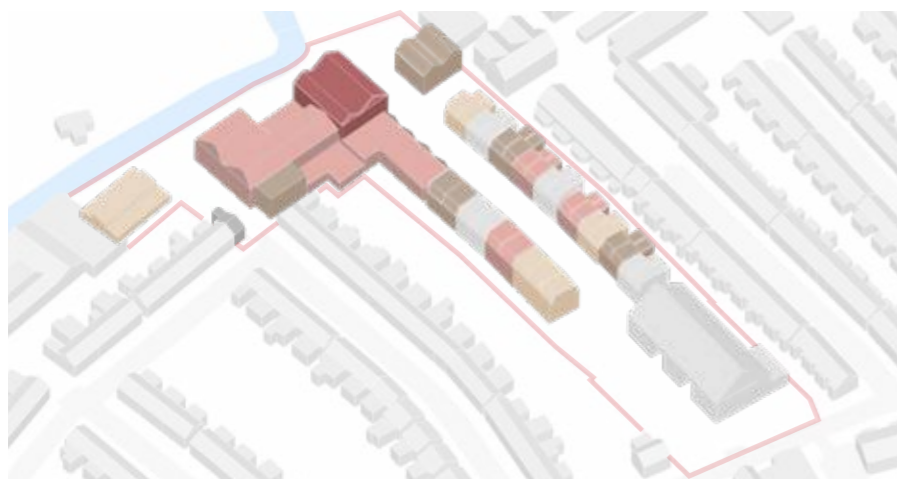
4. Larger residential building footprints towards the river and railway edge



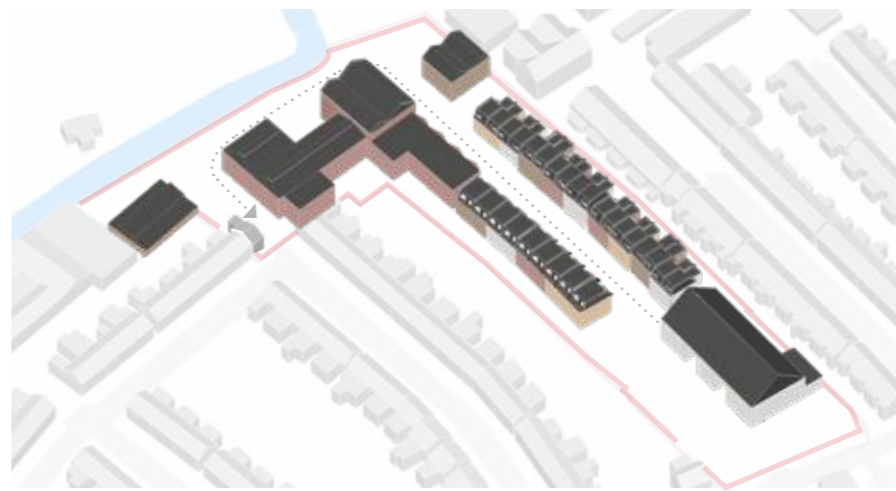
5. Articulation of massing into collections of buildings with breaks, in keeping with the surrounding context



6. Variation in materiality to reflect the surrounding street characters



7. Heights and layout to respond to the context and blend it into the townscape (massing unchanged for residential from refused scheme)



8. Developed roofscape to respond to the context



9. Optimise landscaping to riverside, gardens and new street

3.8 Industrial building design process

3.8.1 Review of local influences

The developed design was informed by surrounding textures and materiality.



Wooden fence on brick piers



Metal fence on brick piers



Existing site materials include white and grey metals and pitched roofs



Opposite site, shows metal roof on brick walls



Opposite site, shows painted white bricks with metal fencing above



White plastered house adjacent to site

3.8.2 Review of local influences

The developed design was informed by surrounding industrial buildings. Most have brick as the main material with metal cladding finish. Additional detailing in the form of coloured reveals and horizontal banding/decorative brick courses add further interest.

Local precedents



1 Stadium



2 Council Depot



3 Industrial Units in Oriel Court



4 Industrial Units in Oriel Court



5 Youngs



6 Precision engineers



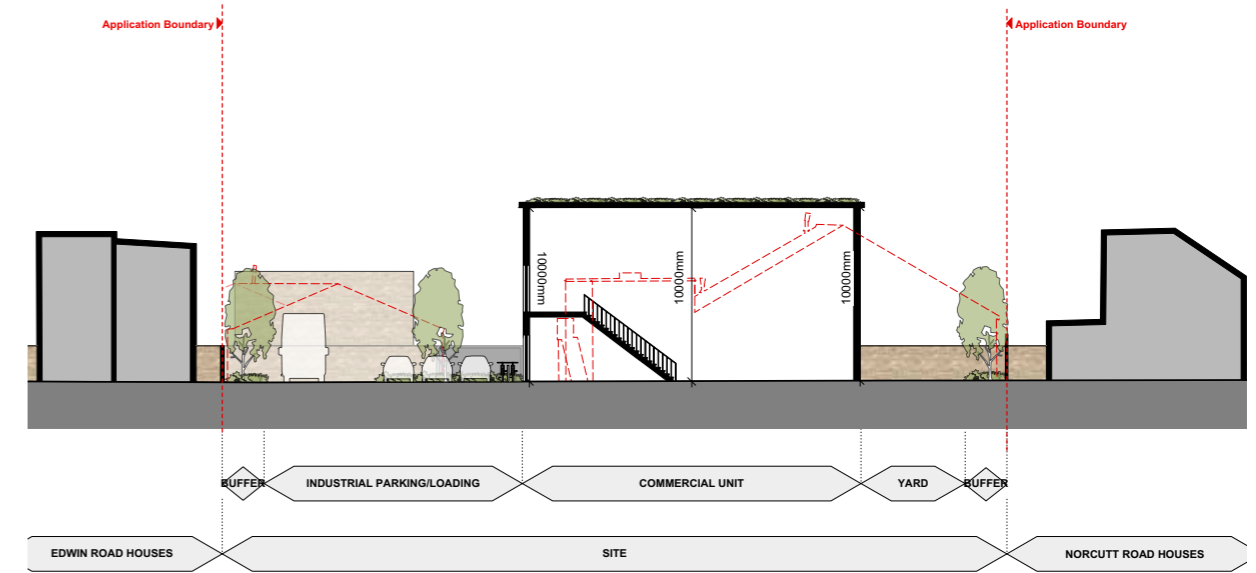
Diagram identifying the variety of local material finishes and details within the immediate context

3.8.3 Review of roof profiles

Various roofscapes were tested of up to 10m clear height to be considered usable industrial space.

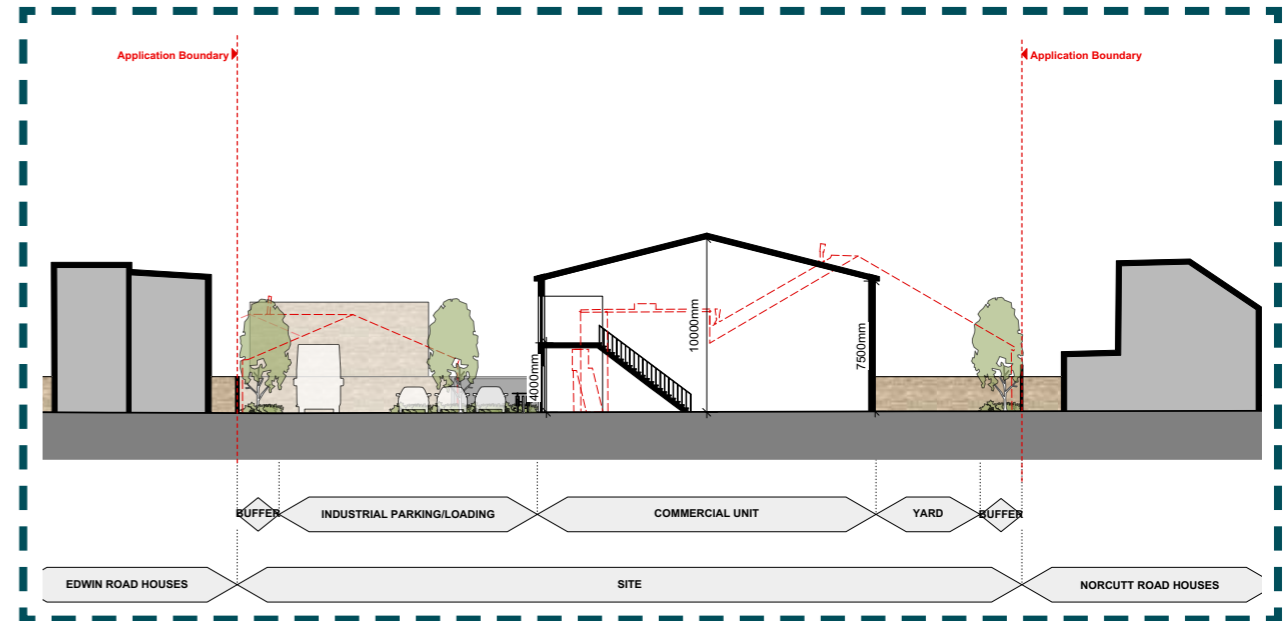
Flat

- Opportunity for green roof and skylights
- Most usable industrial GIA
- Detrimental impact on adjacent townhouses
- Non-standard industrial building form



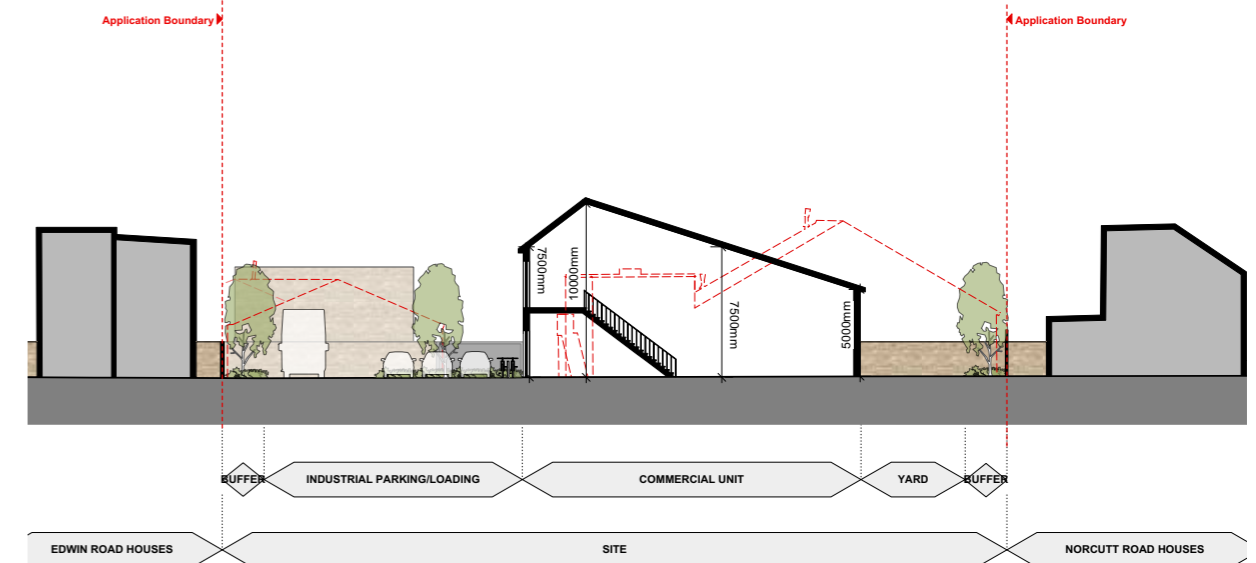
Traditional pitch (best response to context with the least compromise to industrial)

- Opportunity for solar panels and skylights
- Large usable industrial GIA
- Reduced impact on adjacent townhouses



Off-centre pitch

- Opportunity for skylights
- Compromised industrial GIA, reducing lettability and uptake
- Least impact on adjacent townhouses



Sections demonstrating various roof profiles tested

3.8.4 Industrial building materiality development

The design intends to unite the details and materials across the scheme. The options all include PV panels and rooflights on a metal standing seam roof to relate to the existing industrial uses within the surrounding context, as well as provide natural lighting to the industrial spaces. To reflect the existing wall, and for security, the industrial boundary is formed of a brick base with a wooden trellis between piers.

Models

- 1. Full red brick (reflecting current Greggs factories on site)
- 2. Dark timber effect cladding with green reveals
- 3. White metal cladding with red reveals

Renders

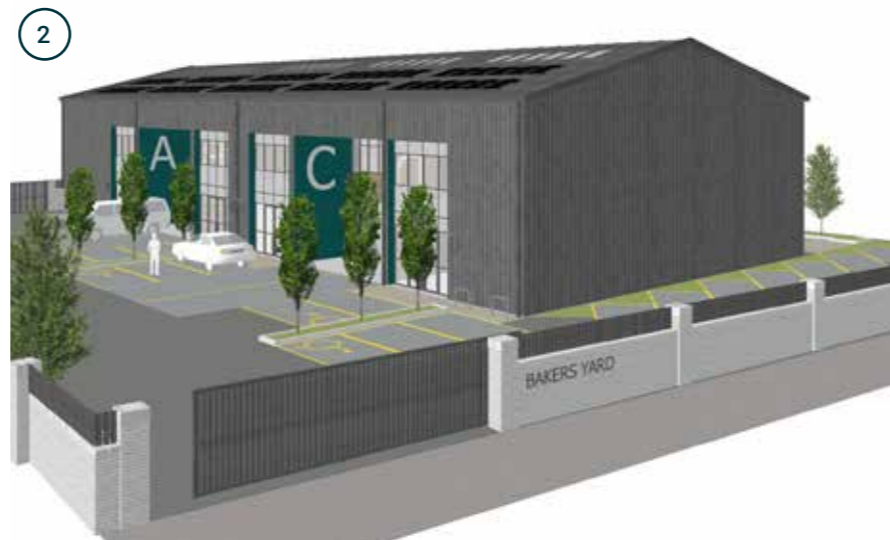
- 4. Light timber effect cladding with white painted brick base
- 5. Dark timber effect cladding with white painted brick base
- 6. White metal cladding with white painted brick base



Full red brick



Light timber cladding with white painted brick base



Dark timber effect cladding with dark green reveals



Dark timber cladding with white painted brick base



White metal cladding with red reveals



Light timber cladding with white painted brick base



Precedent - Hawkers Yard, Ruislip



Precedent - Eastman Edge, Harrow



Precedents - Signage on brick



Precedent - Eastman Edge, Harrow

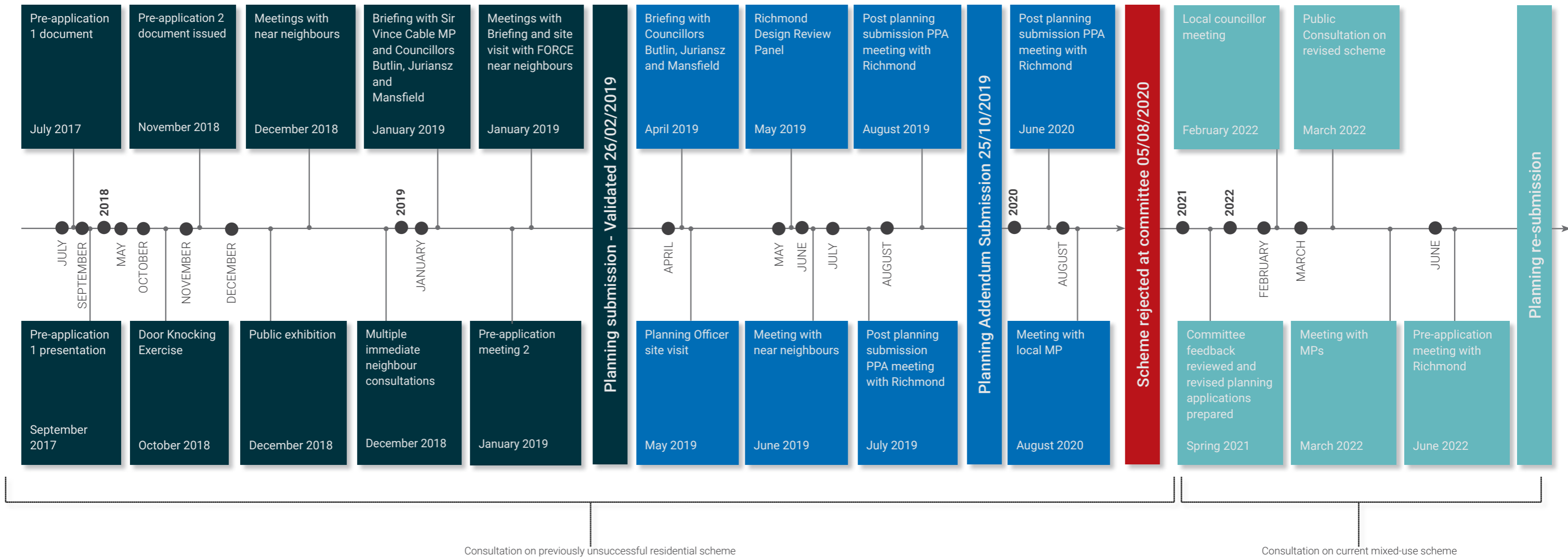


3.9 Consultation timeline

The diagram below summarises the consultation undertaken with key stakeholders. The consultation timeline includes that carried out as part of the rejected application 19/0646/FUL, which guided the design evolution of the residential proposals. This remains relevant to this updated proposal, though has been condensed for this document and is found in full within the appendix.

The principal 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.

An updated public consultation has been undertaken on this revised application including a meeting with ward members, a meeting with local councillors, a pre-application meeting with Richmond planning officers and an in-person public consultation/exhibition event in mid-March.



3.10 Consultation prior to submission (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

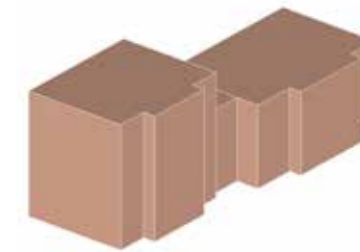
Feedback highlighted this as a very important issue, particularly with regards to construction vehicle/heavy vehicle movements on local roads.

Key outcomes

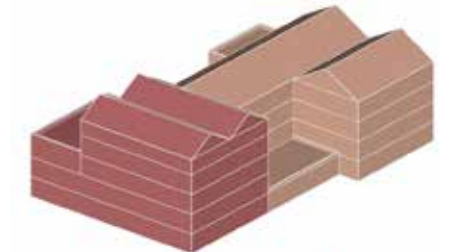
- The buildings located to the rear of the Gould Road properties was changed from a two storey apartment building to single storey houses, in response to concern about loss of views. The buildings were also moved off the site boundary.
- Overlooking to Crane Road properties was addressed through changes 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



Proposed revision

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.