

Pre-application 1 proposal - 12th September 2017

A new residential development that represents an efficient reuse of an existing site in a highly sustainable and well connected location, designed in line with the principles of national, regional and local policy.

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

Our proposals included:

- A series of new homes with a complementary mix of unit sizes and building typologies, including terraced houses
- Apartment buildings to the north, ranging from three to six storeys
- Predominantly dual aspect homes for enhanced outlook and daylighting and to avoid direct overlooking
- New buildings set away from eastern and western boundaries
- Dedicated car parking spaces
- Landscaped amenity spaces including private gardens, terraces and public yard
- Flat, active green roofs



Pre-application 1 proposals - artist's sketch



Pre-application sketch - mews street



Pre-application sketch - apartment buildings towards the river



Pre-application sketch - riverfront

The following pages identify the main themes commented on at the pre-application 1 meeting, subsequent notes and how we have responded.

Comments

Scale and Massing

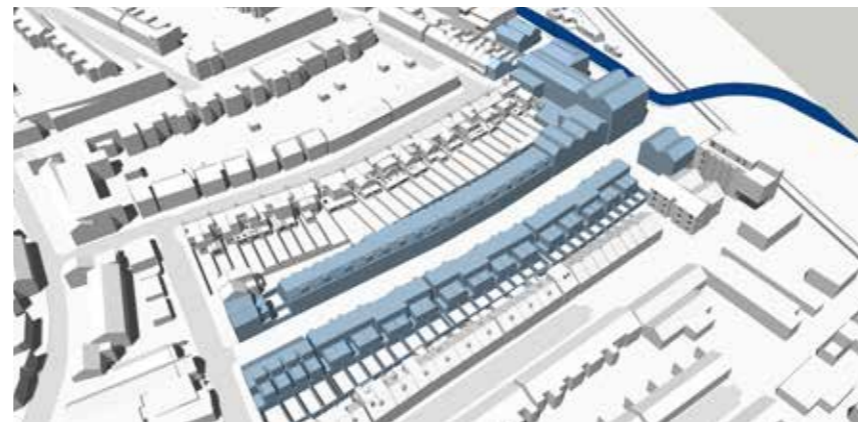
- The proposal for a six storey building at the northern end of the site was considered excessive and over-development
- The scheme should avoid impacting on views from: across Crane Valley; on the small scale surroundings; and on the Hamilton Road Conservation Area



Our response

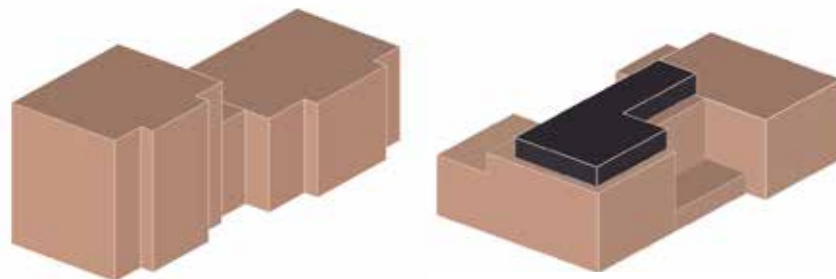
Scale and Massing

- Massing of taller building was reduced from six to five storeys
- Top floor of townhouses redesigned as a pitched/mansard roof to reflect neighbouring loft conversions and to reduce visual impact from the new street



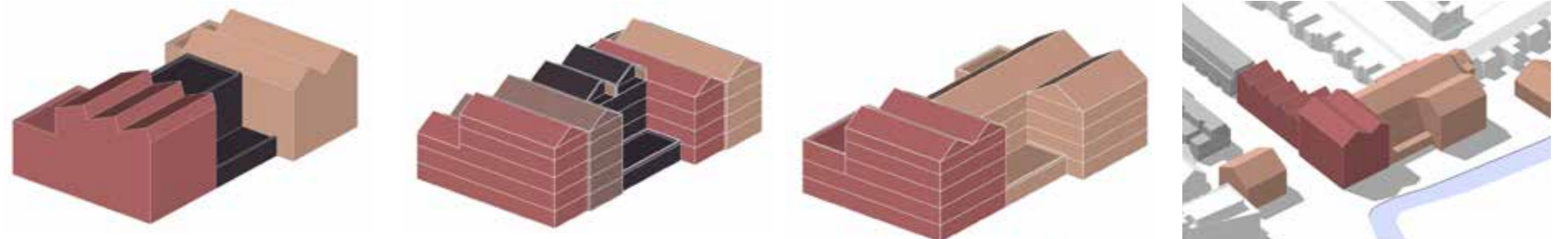
Architectural Approach

- A more organic appearance was suggested
- The proposed apartment building was considered to step up excessively



Architectural Approach

- We reviewed the building forms, roofscapes and materiality to break down the massing from local and distant views and to embed the design in the context
- A variety of different materials give identity to each building while pitched roofs respond successfully to the context and reflect the industrial forms currently found on the site.
- The diagrams below illustrate the massing evolution and design iterations explored



Comments

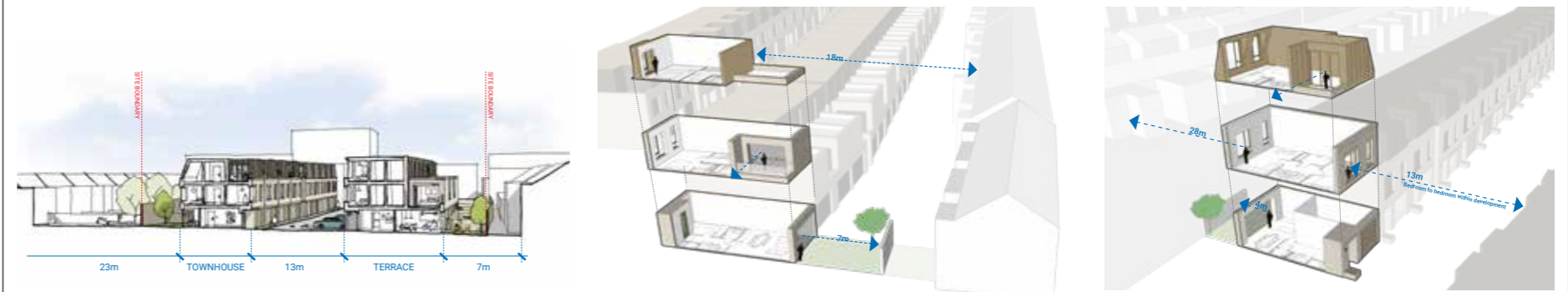
Overlooking and privacy

- Overlooking and privacy is to be considered where there is less than 13.5m between blank wall or bathroom windows and 20m between habitable rooms and existing houses

Our response

Overlooking and privacy

- Townhouse designs mitigate direct overlooking of habitable rooms between the new terraced houses and adjoining properties on Norcutt Road with the introduction of upper level terraces. This facilitates windows for daylight and visual aspect and any proposed windows on the east elevation will be obscure
- The proposed terraced houses that back onto neighbouring properties along Crane Road are in excess of 20m overlooking distance



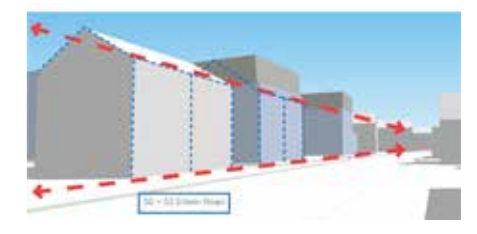
Edwin Road houses:

- The development should relate to the Victorian terraces of 50 & 52 Edwin Road and not be more than three storeys



Edwin Road houses:

- The houses fronting Edwin Road were reduced to two storeys, stepping up behind to three storey houses
- Floor heights were also reduced to respond to the existing adjacent houses along Edwin Road
- An alternative option was explored that continued the line of houses along Edwin Road even further in an attempt to activate the street. This was however discounted as the existing condition of ending a row of terraces with a gable wall was more in keeping with the area, as already proposed on the proposed eastern terraces
- Further design evolution to emulate the gable end condition was reviewed for the houses fronting Edwin Road which resulted in a more successful, contemporary response



Comments

Landscaping

- The current parking edge adjacent to the River Crane needs to be "softened"

Our response

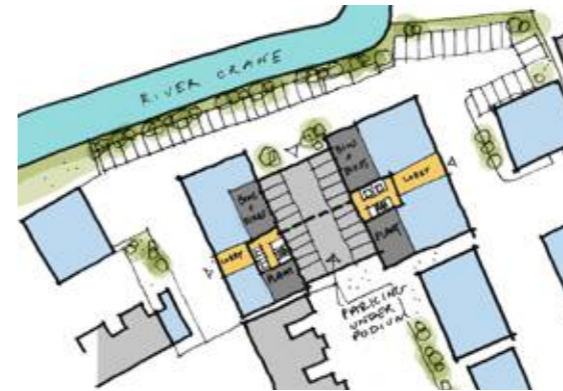
Landscaping

- We explored a series of options to maximise landscaped public realm along the river
- These options included: moving the apartment northwards with the access road to the south; concealing parking within a podium in the apartment building; and moving external parking away from the river edge (illustrated in the diagrams below)
- Option 3 was the preferred option as it maximises the amount of green space, without increasing the impact of the buildings in views from the north

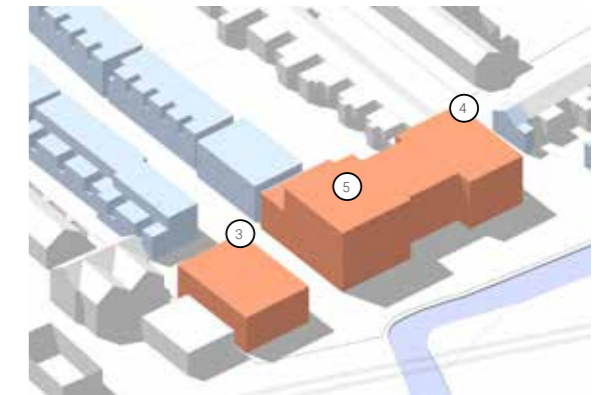
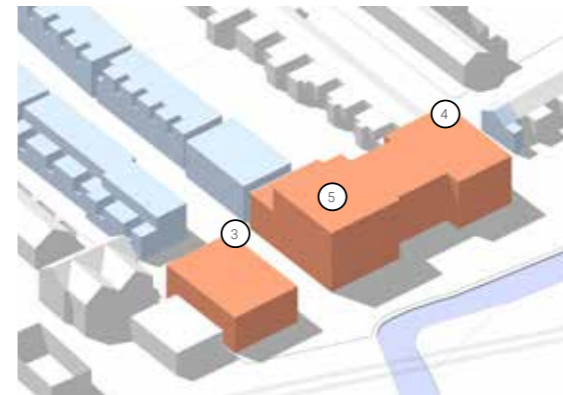
Option 1



Option 2



Option 3



Parking and cycle

- 114 spaces required, 10% of which should be accessible
- The addition of car clubs are encouraged
- 114 cycle spaces would be required to accommodate the development

Parking and cycle

- We reviewed the opportunity to provide additional spaces and were able to achieve 114 spaces on site including 10% accessible
- We enquired with car club providers and proposed accommodating one car club space at the entrance of the site on Edwin Road
- The scheme was updated to provide cycle parking as required by the Draft London Plan 2017
- Garages were increased to accommodate cycles. Other houses were provided with a specific cycle and bin store
- A total of 220 residential cycle spaces were provided

8.2 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

Generally, 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

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



Consultation underway at Crane Community Centre



Consultation underway at Twickenham United Reformed church

WELCOME

Welcome to our public exhibition outlining our proposals for the Gregg's bakery site between Crane Road and Norcutt Road.

In 2017, London Square and Gregg plc reached an agreement to explore opportunities for the redevelopment of the bakery site. This follows the decision of Gregg plc to raise the bakery operation, alongside two other bakeries as part of a nationwide plan to centralise its operations.

We are proposing a residential development that would provide new private and affordable homes for Twickenham, alongside improvements to public realm and landscaping.

Members of the project team are in attendance today to answer any questions you may have. Feedback forms are available and we encourage you to give us your comments so that the team can ensure that all feedback is properly recorded.

The Team

London Square
Founded in 2010, London Square takes its name from the spirit of London's famous squares, and the sense of community and enduring legacy that these spaces have provided over the centuries.

London Square has excellent experience in the creation of quality homes across Greater London. Our aim is to create a sense of place and community in every development that we work on.

Examples of our local developments:

- The Star and Garter – the meticulous restoration and conversion of the Grade II listed landmark on Richmond Hill.
- Ancestor Gate, Richmond Hill
- Waldgrave Road, Teddington

Assael Architecture
Assael is an award-winning architectural practice of architects based in south west London, providing urban design, architectural and interior design services to a range of developers, investors and local authorities.

Assael specialise in residential-led design and is well known for its responsive approach to design particularly in challenging circumstances.

Assael have secured a number of design and housing awards on a range of schemes across the UK, including:

- Han Mill, Stroud
- Farm Lane, Fulham
- Macaulay Walk, Clapham

Assael Architecture for London Square - Waldgrave Road, Teddington

Assael Architecture for London Square - Ancestor Gate, Richmond Hill

Assael Architecture for London Square - Han Mill, Stroud

Assael Architecture for Cranger plc - Macaulay Walk, Clapham

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OPPORTUNITIES AND CONSIDERATIONS

In developing the proposals we have undertaken detailed studies of the site's context. This has identified a number of opportunities and considerations, which have informed the principles and objectives of the scheme.

Opportunities:

- Bringing an underutilised brownfield site back into use
- Providing much needed homes in the borough, including an element of affordable housing
- Proposed land use more appropriate to the surrounding context
- Improving traffic conditions by removing HGV associated traffic
- Improve the area along the River Crane
- Introduce new linear walk along the River Crane
- Introduce high-quality public realm and landscaping

Considerations:

- Impact on the recently implemented controlled parking zone
- Proximity to railway and associated noise for future residents
- Overlooking of neighbours
- Impact on views across Craneford Way recreation ground
- Impact on views across the Crane Valley and the Hamilton Road Conservation Area
- Supporting infrastructure

Design opportunities diagram

Design considerations diagram

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OUR PROPOSALS

We are proposing to deliver up to 118 new homes and apartments comprising a mix of one, two, three and four bed properties in order to cater for a range of identified local housing needs. This will include:

- 34 no. x 1 bed
- 33 no. x 2 bed
- 40 no. x 3 bed
- 11 no. x 4 bed

A large proportion of these houses will be affordable homes and will be suitable for families. The amount and form of affordable housing is to be determined subject to viability and ongoing discussions with the London Borough of Richmond upon Thames.

Architectural approach and character area

As we have developed the design we have divided the site into three distinct character areas that respond to the immediate context:

- Edwin Road entrance
- Mews street
- Riverside zone

Proposed ground floor plan

Distances between surrounding residential streets

Character area

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CHARACTER AREA - ENTRANCE

The entrance area has been designed to respond sensitively to immediate neighbours while the design and materials provide a legible entrance to the scheme. We have created a design which aims to contribute positively to the surrounding streetscape and safeguard the amenity of our closest neighbours.

The entrance area has been informed by the following design principles:

- Contemporary proposal providing legible entrance to the site
- Respond to the scale and building line of Edwin Road houses
- Cable end in keeping with the existing 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

CCG of proposed entrance to site along Edwin Road

Landscaping materials palette

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CHARACTER AREA - MEWS STREET

The mews street, lined by 2.5-storey townhouses will reflect the urban grain of the surrounding context. A shared surface will enhance this lightly trafficked residential street and encourage pedestrian use.

The mews has been informed by the following design principles:

- Rear garden boundary treatment to avoid overlooking at ground floor
- Taking cues from the local road layout
- Stepped houses to create interest and articulation along the street
- 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
- Wider house types to accommodate garages

CCG of central Mews street

Mews street - ditch section

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CHARACTER AREA - RIVERSIDE ZONE

The riverside zone is populated by a series of apartment buildings ranging from 2 to 5 storeys taking advantage of the riverside setting and views over the recreation ground opposite. The design of the buildings has been developed so they appear as a collection of elements, which have been built over time, giving reference to its industrial past.

The buildings are set back from the river edge to provide a new riverwalk and 8m maintenance access for the Environmental Agency. This also reduces the impact of the massing from views across the river.

The architecture of the buildings has looked to take inspiration from industrial and wharf style buildings, with regular facades and varying roof scapes.

The proposals also aim to unlock this stretch of the River Crane, opening access for future residents and the local community, through the creation of a new linear walk and play facilities.

CCG of Riverside zone

Proposed 100m riverside boulevard

Final plan illustrating proposed street layout

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KEY BENEFITS

- Delivery of new high-quality homes, meeting a range of local identified housing needs
- Attractive landscaped public realm, including opportunities to open up a stretch of the River Crane
- A carefully considered and sensitive design, complementing the predominantly residential context
- Enhanced biodiversity and sustainable design
- A development inspired by the local context utilising high-quality materials built to last

Thank you for attending our public exhibition.

Please take the time to complete a feedback form before you leave to let us know your views on our proposals. All feedback will be taken into consideration by the development team in advance of submitting a planning application to London Borough of Richmond upon Thames.

You can take a feedback form away and return it via Freepost, or fill it out on our website. All the information displayed at this event will be available to view online from Thursday 6 December - www.londonsquaretwickenham.co.uk

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28 Noel Street
London
W1F 8GY

Indicative programme:

- Submission of planning application: Autumn 2019
- Determination of planning application: Spring 2020
- Finish construction: Autumn 2022
- Works start on site: Spring 2020

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This page identifies specific design considerations relating to adjoining neighbours and shows how we have addressed these:

Comments

Gould Road residents' privacy and aspect

- Residents who live towards the eastern end of Gould Road were concerned about potentially being overlooked by new residents
- There was also concern over the proximity of the proposed apartment building backing onto their gardens and loss of views, light and overshadowing

Our response

Gould Road residents' privacy and aspect

This small apartment building was designed to change the configuration to directly address these concerns.

- The building footprint was moved off the site boundary edge with back-to-back gardens similar to the condition elsewhere in the area
- The massing of the proposals was considerably reduced so that it is now just one storey adjacent to the boundary with accommodation in the first floor roof, losing an entire floor from the previous proposal
- A low pitch ensures no overlooking towards adjoining houses and only views northwards from first floor or towards the sky through the rooflights



Ground floor



Massing showing



Revised ground floor



Revised massing

Crane Road residents' privacy and aspect

- Some residents who live towards the northern end of Crane Road were concerned about potentially being overlooked by new residents
- There was also concern over the height of the proposed apartment buildings and the impact that would have on their views and aspect

Crane Road residents' privacy and aspect

We met with two residents on Crane Road at their homes to better understand their concerns and discuss opportunities to address them.

The following amendments were subsequently made to the proposals to address concerns about overlooking and aspect:

- The saw-tooth roof along the western edge (backing onto Crane road gardens) was removed and the eastern edge reduced
- The size and number of windows overlooking Crane Road gardens from apartment buildings were reduced in size or removed altogether where possible
- The accessible area of roof terraces were set-back from the roof edge to avoid overlooking
- Floor to floor heights were reduced to minimise the overall building height
- Existing boundary factory walls where on the red-line boundary have been retained where structurally possible to maintain existing condition for neighbours
- Look at improving privacy further by introducing a trellis to boundary walls



Previous south elevation - revisions highlighted



Previous west elevation - revisions highlighted

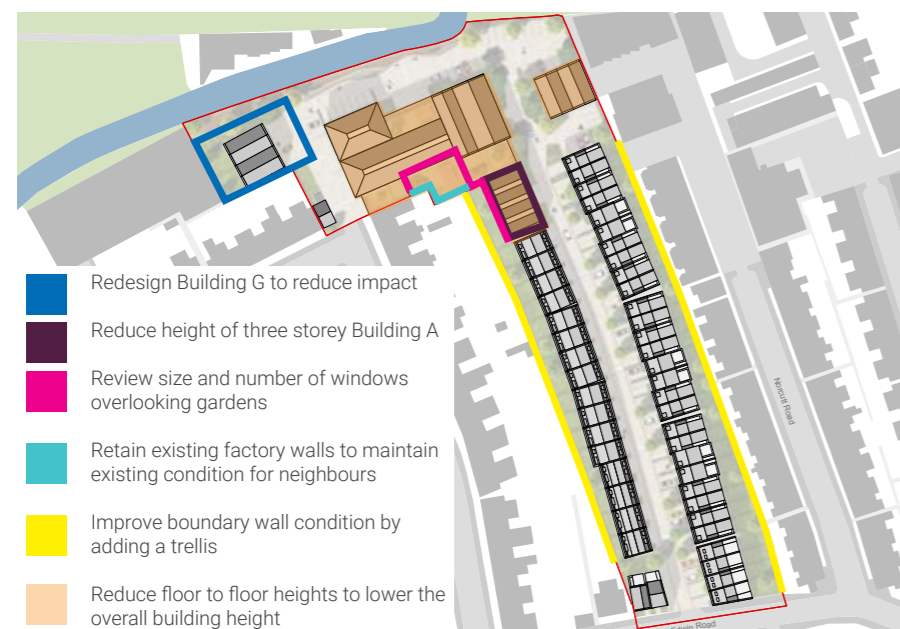


Revised south elevation



Revised west elevation

The below diagram outlines the key updates to the proposals following exhibition feedback.



Public exhibition scheme markup with areas to be amended

8.3 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.

Our proposal included:

- 118 homes with a mix of private and affordable tenures

Density:

- Site Area 1.16 Ha
- Density 102 Units/Ha or 344 Hr/Ha
- London Plan Density Matrix: within Urban area PTAL 2/3 target 55-145 u/ha or 200- 450 hr/ha

Mix:

- 32 x 1 bed (29%)
- 35 x 2 bed (28%)
- 38 x 3 bed (34%)
- 11 x 4 bed (9%)

Additional responses to pre-app 2 were incorporated into the DRP response as this coincided with the receipt of the formal pre-app response.



Visualisation of Edwin Road entrance



Proposed CGI down the mews street

Comments

Land use

- The officer noted that residential use is a deviation from policy, however the team responded that industrial use is inappropriate for the site due to its residential location and the site constraints. As such, the officer confirmed that E commercial use could be considered.
- Encouragement for family houses notwithstanding policy considerations.

Our response

Land use

- The two houses fronting Edwin Road were removed and a new commercial building proposed in its place. This resulted in 116 residential units (47 houses and 69 apartments), and a E use Commercial unit that will appeal to SMEs.



Ground floor plan showing residential on Edwin Road



CGI of Edwin Road entrance



Revised ground floor plan showing commercial building on Edwin Road



Revised CGI of Edwin Road entrance

Parking

- It was advised that parking provision may be too high as Richmond are targeting car free schemes with change of local government

Parking

- This was a big concern with local residents who have only recently obtained a CPZ for the area. The roads are narrow and parking is difficult so not providing enough parking will exacerbate the situation.

Design

- Design officer acknowledged improvements to the design since pre-application 1 and felt it had addressed most of the comments within the letter.
- Materials and aesthetics were positive.
- Five storey proposal in the context of the new Lockcorp House scheme (19/2789/FUL) is appropriate
- Private amenity space standards for Richmond have been revised and are now in line with London Plan so are compliant
- Approves of a car club provision parking space
- Provision of electric charging points welcome

Design

- The design was revised since pre-application 1 to better reflect the neighbouring context and we are pleased this has been recognised by the planning department. A full explanation of the final design proposals is included in Section 4 of this document.

8.4 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 and 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.



Model showing massing



Proposed CGI towards river front