TWICKENHAM REDISCOVERED



View from Cllr Pamela Fleming

Cabinet Member for Environment, Business and Communities

At the heart of all our proposals for Twickenham is excellence. Over the past five years we have invested millions of pounds in improving the Town Centre. With improvements ranging from widening the pavements, revitalising the embankment, creating the award winning Diamond Jubilee Gardens and a community building with space for a host of community facilities, including a cinema.

We want the very best for Twickenham. A place where people choose to live, run a business and visit. The Council has purchased properties on King Street and Water Lane, with the intention of demolishing run-down, dated buildings, an underused car park and old pool house, to create a stunning community space and fulfil the vision of linking the town centre to the river and Diamond Jubilee Gardens. To deliver this we are working with one of the country's top architects, Quinlan and Francis Terry, who are responsible for the famous riverfront in Richmond.

Residents and businesses have told us Twickenham needs a new "heart" and an improved public space. This is our chance to do it; to work together to create a high quality community space for markets, performances and a place where people can relax and enjoy the town and the river for years to come.

These proposals are 'concepts'. They are a starting point for discussions with residents about what might be possible and feasible on the site.

Throughout the various consultations that will be held over the next few months, the designs will be adapted accordingly to residents' feedback, inline with making the project viable.

Since 2010 Richmond Council has been working on an improvement programme for Twickenham, that aims to make the Town Centre a place that residents can be proud of, more pedestrian and cycle friendly and more inviting for shoppers and visitors.

All the works in Twickenham are as a result of a number of local consultations regarding the future of the area (e.g. Twickenham Barefoot, All in One survey). These showed just how much people care about the area and want to see it improved. The results were then used to inform a local Twickenham Area Action Plan.

What you told us

In the Barefoot Consultation (2010) (approx. 2,000 people took part and 400 people attended the conference)

Over 49% of people who took part said they wanted a market place / town square for Twickenham. Residents said they would like access to the riverside to be opened up from the surrounding streets.

There was general support for pedestrianisation of the riverside. Many also suggested moving the farmers market to the riverside.

"Improve access to the riverside from town centre."

"Make the riverside pedestrianised and take traffic away from the riverside."

In the All in One consultation (2010) (approx. 2,000 people took part)

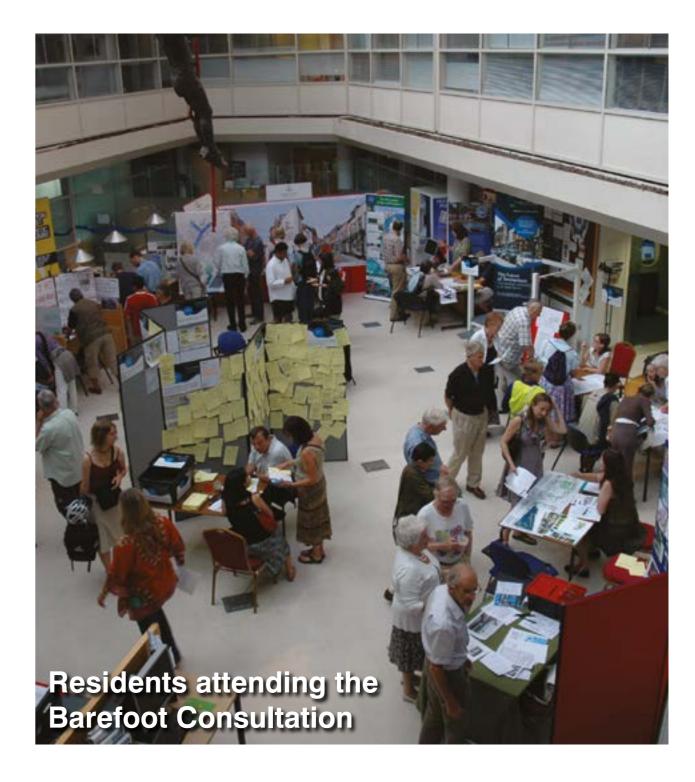
Nearly half (47%) of respondents identified shopping in the local high street as being in need of improvement, which was higher than anywhere else in the Borough. Respondents felt Twickenham's King Street did not have enough variety and quality of shops compared to surrounding areas. They felt that more needed to be done to encourage shoppers, including making King Street more attractive, improving the shop frontages, the overall environment and cleanliness.

"It would be lovely to see Twickenham become more like a market town, the shops need to look smarter and help given to encourage new one off business into the town."

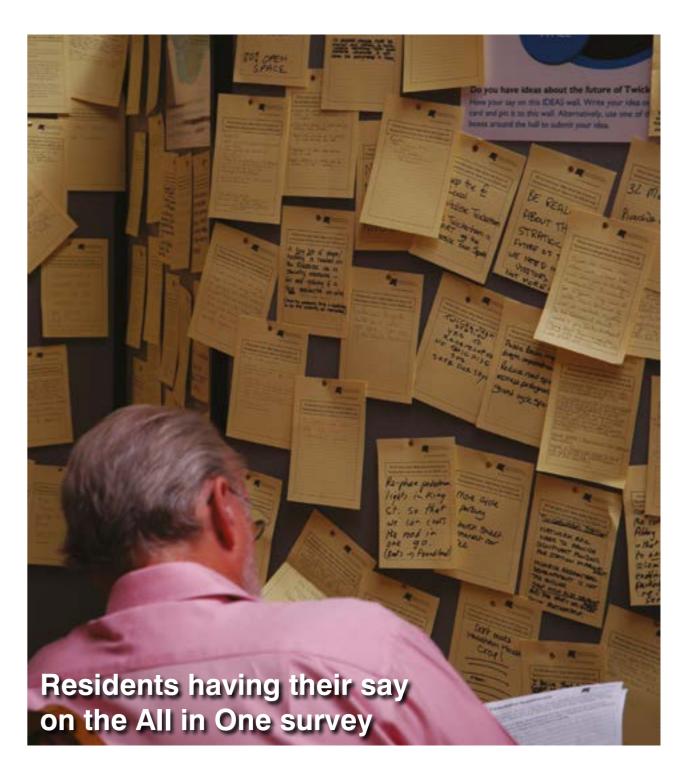
Twickenham Area Action Plan (2013) (approx. 500 people took part)

In the consultation, residents agreed that more needed to be done to improve the poor quality of some public areas and the lack of a town square.

In addition, respondents agreed with the proposals for "...redevelopment or partial redevelopment of 1, 1a and 1b King Street with setback or inset to create a public square or other civic space with active frontage at ground floor level and residential development above of a height and design appropriate to the location of the site."













WHAT HAS BEEN IMPROVED?

The creation of the award winning Diamond Jubilee Gardens, in partnership with local people, has proved that change for the better in Twickenham is possible. The following list of projects are part of the overall regeneration strategy. Each aims to improve the local environment and open spaces. They are based on feedback from the community and resident aspirations for the local area.

These projects are now complete or currently underway:

- Twickenham highways improvement programme
- Improvements to Twickenham Embankment
- Redevelopment of the Post Office Sorting Office site
- Creation of a new Community Building, with space for a wide range of activities, including a theatre/cinema
- Holly Road Garden of Rest improvements
- Creation of a permanent play beach on Champions Wharf and redevelopment of the landscaping, seating area and the installation of the Pope's Urn sculpture
- Opening of a new Catholic Secondary School and Primary School – St Richard Reynolds
- Introduction of a new Business Improvement District
- Redevelopment of Heatham House Youth Centre
- Creation of a new Campus of Education and Enterprise on the Richmond College site – with state-of-the-art College, new secondary school, purpose built school for Clarendon Special School and Tech Hub for Haymarket Media Group (all subject to Planning Permission)

Twickenham Highways Improvements

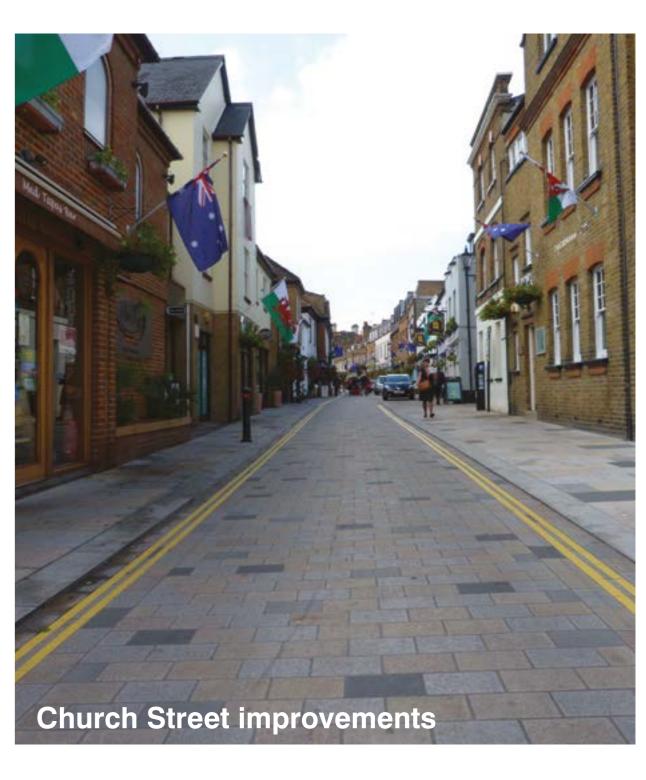
Using the results of all the previous consultations, and the principles set out in the Area Action Plan, the following highway improvements have now been completed:

- Widening the footways in King Street, using high quality York Stone paving
- Repaving of London Road in York Stone
- 20mph limit introduced throughout the Town Centre
- Removal of unnecessary signage and clutter, replacement of street furniture and new car park signage
- Installation of new traffic signals with pedestrian countdown
- Installation of new cycle lanes
- New seating installed in King Street
- New straight-across crossing in King Street by The George Public House
- Contra-flow cycling in Holly Road
- New granite-sett and York Stone paving for road and footways in Church Street















LINKING THE TOWN CENTRE TO THE RIVER



One of the key ideas from residents that emerged from the many local consultations, is the desire to have a 'square' in the centre of Twickenham, that links King Street to the river. To make this vision a reality, the Council purchased three properties on King Street and Water Lane. The properties are: 1, 1A, 1B King Street and 2/4 Water Lane (currently occupied by Santander, M&Co, Superdrug and the car park to the rear). This is in addition to the existing Pool House buildings that are already owned by the Council and have been derelict for over 30 years.

The purchase enables the Council to redevelop the buildings and create a series of linked community spaces. From King Street, the design will invite people to travel through a shop-lined arcade to a piazza style area on the Riverside. The whole of the ground floor of the proposed building will be for the community, from high quality retail and business opportunities, right through to cafes and restaurants.

At the heart of these designs is a visual connection from the town centre to the river. We want to lead people to our riverside and award winning gardens. The spaces would be used for a wide range of activities, including markets, performances and local events. Through pedestrianisation of the embankment, Twickenham Riverside will become a high quality area that has 'excellence' at its heart.

QUINLAN EFRANCIS TERRY

ARCHITECTS



The Architects: Quinlan and Francis Terry

Quinlan and Francis Terry is an award winning firm of architects who specialise in designing and delivering high quality new buildings in a classical and traditional style. Their design philosophy is to make the new buildings fit so well into their context that they look like they have always been there. They have considerable success at designing schemes which obtain planning consents for contentious sites both urban and rural.

The practice has worked on many significant buildings both in the UK and overseas including; The State Rooms at 10 Downing Street, Brentwood Cathedral, Richmond Riverside, the New Infirmary at Royal Hospital Chelsea, 20-32 Baker Street, 264-267 Tottenham Court Road, Queen Mother Square in Poundbury and Merchants Square in Colonial Williamsburg, Virginia.

Quinlan Terry CBE, AA Dipl, FRIBA

Quinlan Terry (born 1937) is a classical architect who works in partnership with his son Francis. Quinlan was educated at Bryanston School and the Architectural Association. From 1962 to 1973 he was a pupil and later a partner of Raymond Erith, while also being a Rome scholar in 1968/69. From 1996-98 he was a member of the Royal Fine Arts Commission. Quinlan has won numerous awards for his architecture including the Driehaus Architecture Prize in 2005 and the Arthur Ross Award in 2002. In the 2015 New Year Honours list he was awarded the Commander of the Order of the British Empire (CBE) for his services to classical architecture.



Son of Quinlan Terry, Francis (born 1969) was an art scholar at Stowe School and later studied architecture at Cambridge University. He worked for Allan Greenburg Architects in Washington in 1992 and joined the practice in 1994 becoming a partner in 2004. Francis regularly exhibits architectural drawings at the Royal Academy and was the winner of the Worshipful Company of Architects prize for Architectural Drawing in 2002. He is also an accomplished artist winning both silver medal at the Royal Society of Portrait Painters and the Winsor and Newton Young Artist Award both in 1997.









CREATING OUR VISION

New Town Square for Twickenham

This proposal for Twickenham Riverside is focused around an amphitheatre which faces the Thames and the river walkway to Eel Pie Island. The curved form of the amphitheatre makes a very large yet intimate space where people can enjoy the view, meet friends and relax. The form, which has its origin in ancient Greek theatre, could be used for outdoor dramatic productions or informal street performances similar to Covent Garden.

The curved entrance to the site on King Street gives a flavour of the amphitheatre at the end of the new covered pedestrian arcade designed to encourage people down to the river. This route continues over a newly formed extension to the service road and into a further covered arcade, all on the same axis, before you enter the curved colonnade of the amphitheatre which faces the River Thames. The curved colonnade will serve as further public space for people to enjoy within an attractive setting whilst also providing outside covered space.

The proposed function of the development is retail/restaurants or cafes on the ground floor and residential above. Restaurants and cafes for the amphitheatre building will work well in close proximity to the public space and could use the colonnade for exterior dining.

Diamond Jubilee Gardens are an important part of the whole Riverside area, and the proposal includes an improved landscape garden on the riverside, which makes a gentle and more pleasing link between the garden and the river front below. The existing gardens are respected by the design with some minor positive alterations.

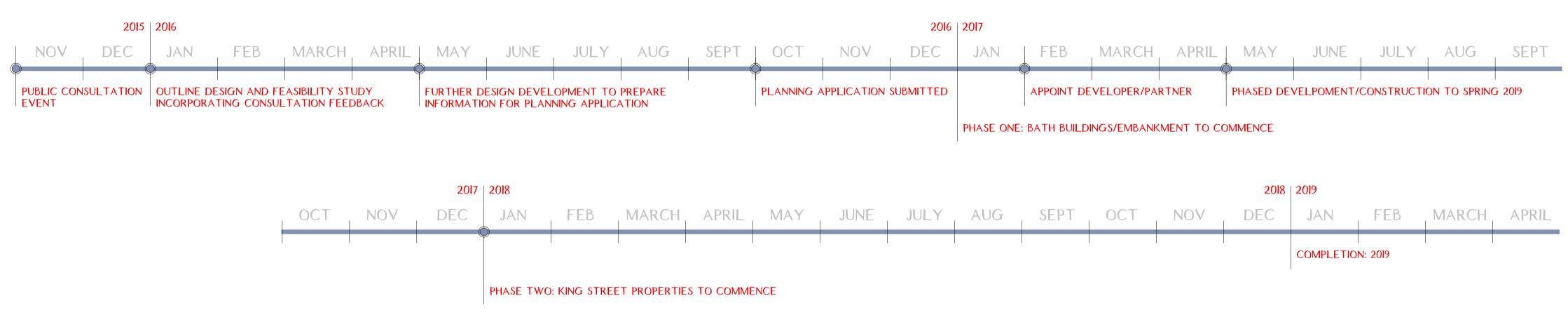
A new underground car park is proposed to go under the new buildings to provide much needed parking for the area.

The service road that currently runs behind the existing King Street properties up to the existing car park will be extended through to Water Lane to maintain the link to Wharf Lane on the opposite side of the site.



When will this happen?

Outline of activities and proposed milestones are as follows. Please note that the timings are subject to change:



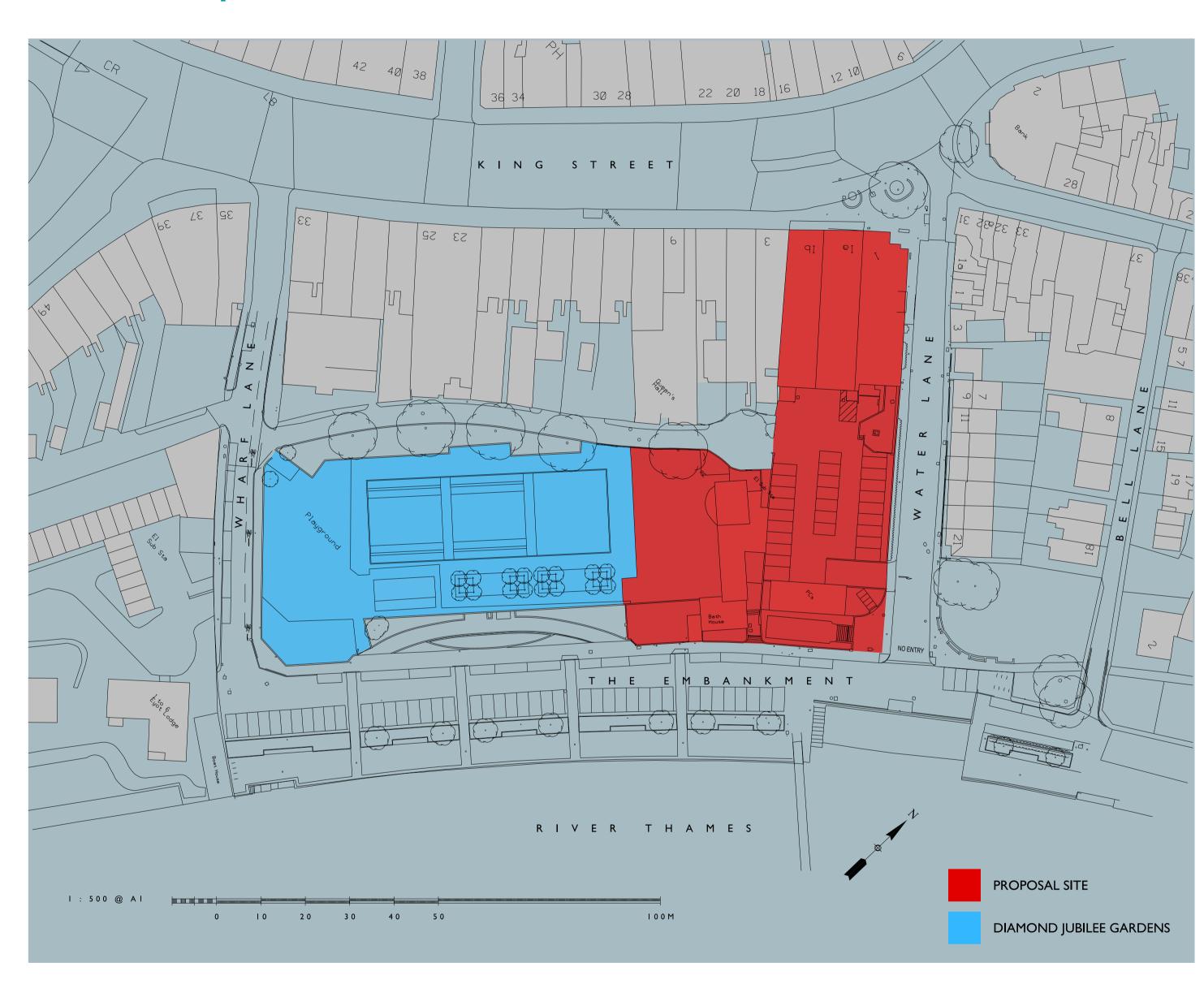






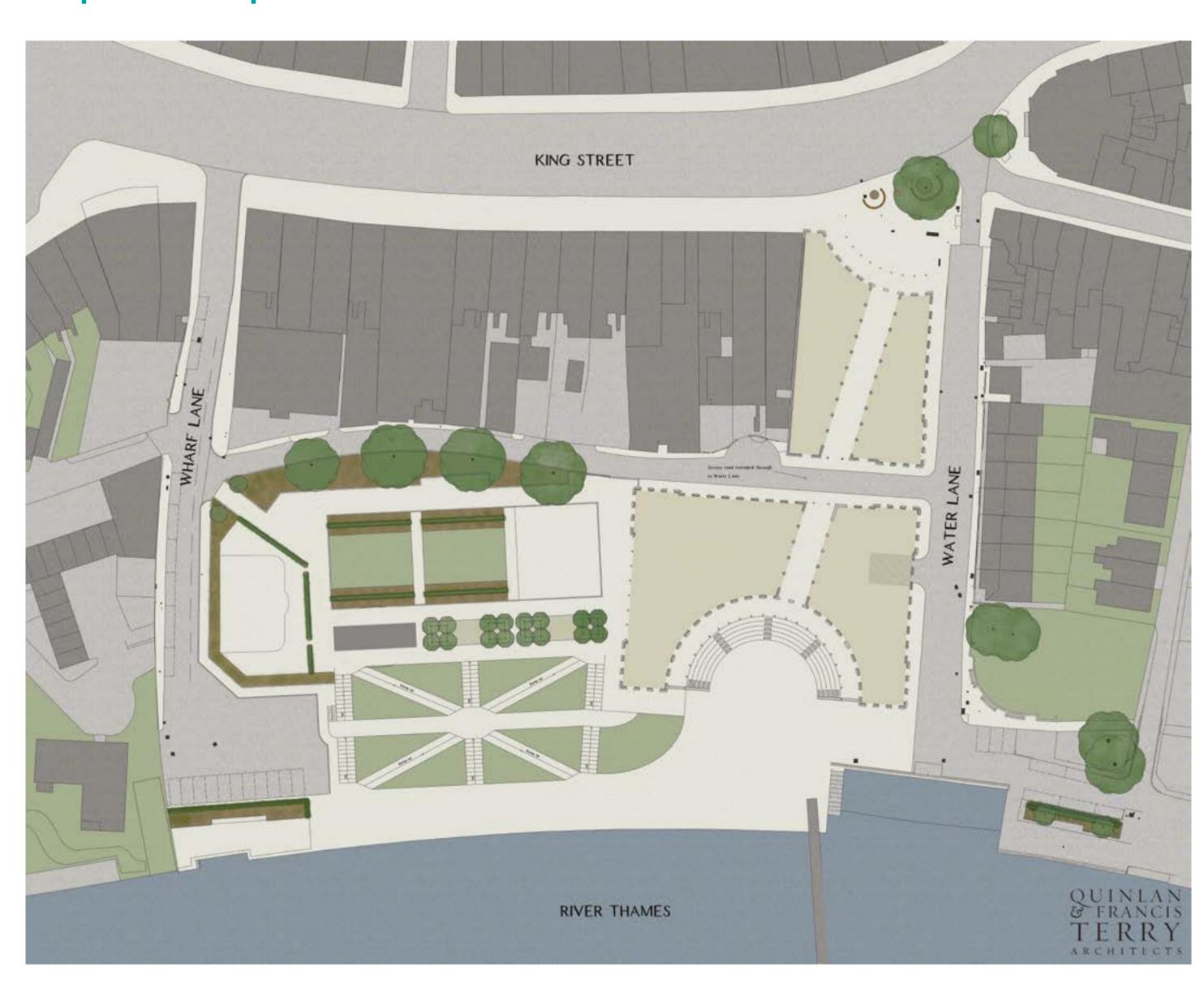
THE SITE

Current site plan



This is the current site plan. The blocks in red show the proposed area for the new development. The area in blue highlights the retention of Diamond Jubilee Gardens.

Proposed site plan



This plan shows the proposed layout of the new development. It demonstrates the link to King Street and joining up to Diamond Jubilee Gardens.







NEW PUBLIC SPACE AND AMPHITHEATRE



Is this design fixed?

This is a 'concept'. It is a starting point for discussion with residents about what might be possible and feasible on the site.
All the results of previous consultations fed into this proposal. Throughout the various consultations that will be held over the next few months, the designs will be adapted according to residents feedback and inline with making the project viable.

TWICKENHAM REDISCOVERED





VIEW FROM KING STREET

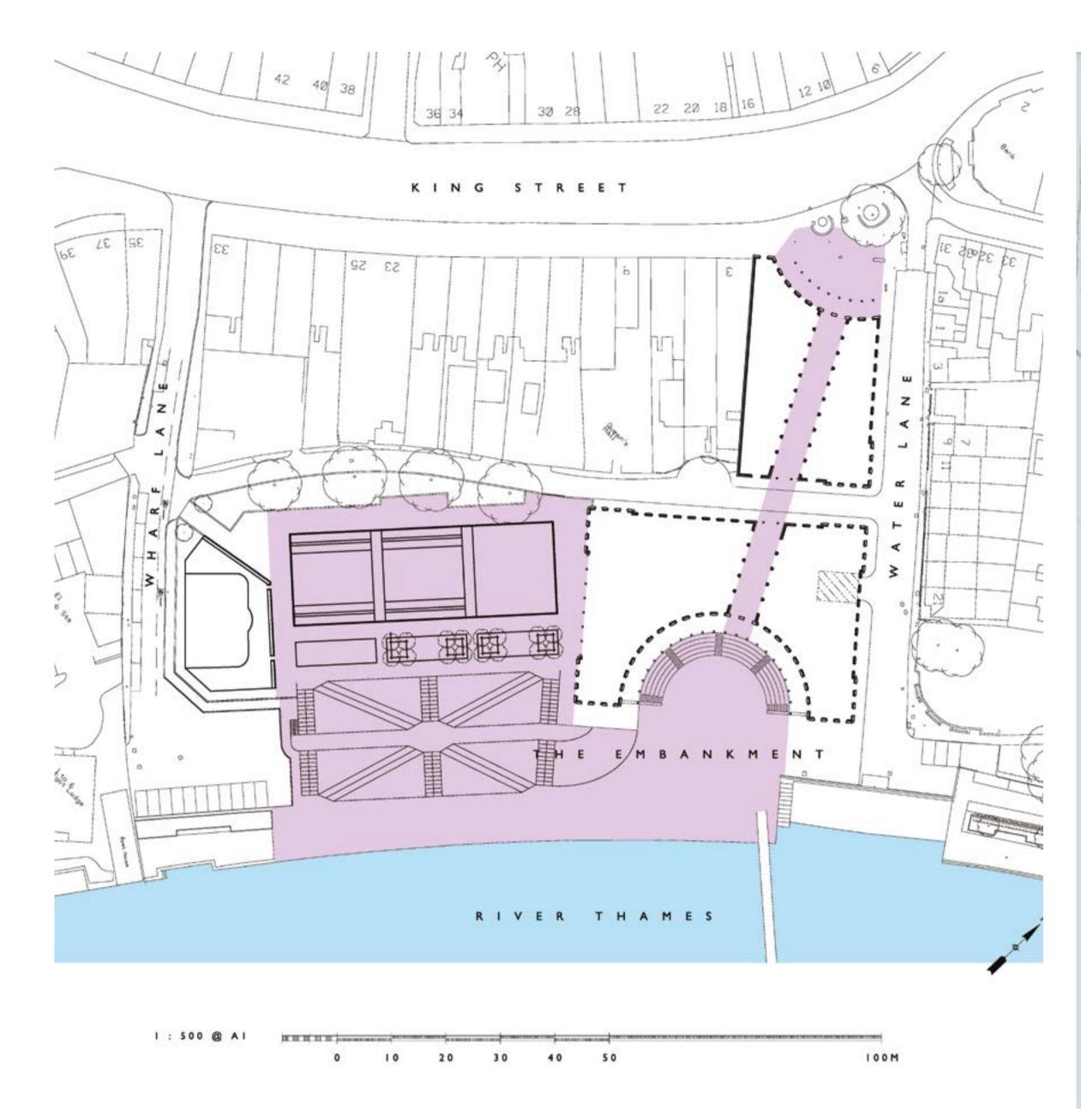


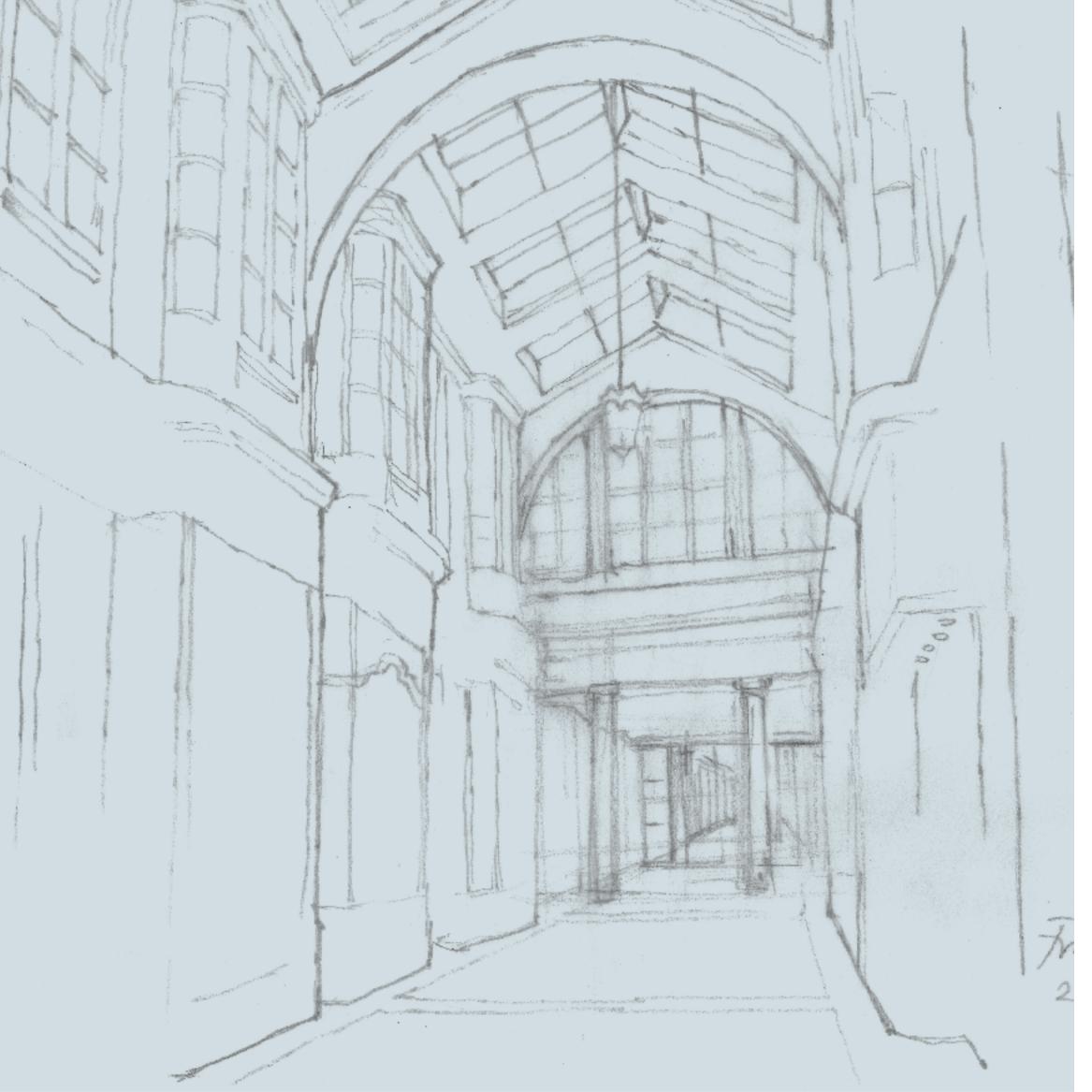






ARCADE AND COMMUNITY SPACE





Style and architecture

The new proposal at Twickenham Riverside is designed in a 'Regency style' using a classical more traditional style of architecture. The development is three storeys throughout, although for much of the development the second floor is set back so that the building will appear lower and less obtrusive. Throughout the development the corners are accentuated with three bay pedimented features which give the design structure and consistency. The river front and the King Street elevation have simple colonnades with terraces above.

The building material throughout will be a buff coloured London stock brick with rubbed and gauged relieving arches on all the windows. All architectural elements like balustrades, cornices, pediments, colonnades and string courses will be made from reconstructed stone of a Portland colour. The windows will be painted timber throughout apart from the second floor attic windows which will be constructed from metal. The roof will be slate with zinc dressings and specialist elements.

This is an artistic impression of what the Arcade could look like.

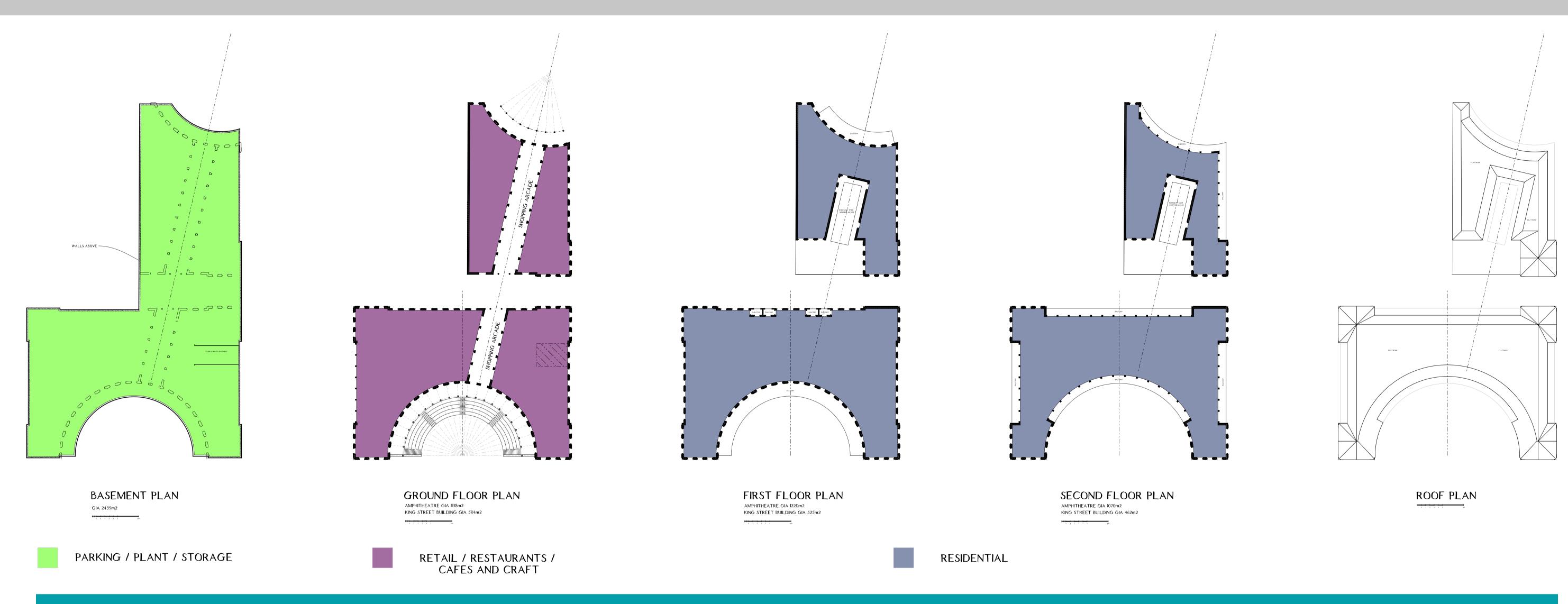
This diagram demonstrates the overall community / public space.







THE ZONES FOR THE PROPOSED SITE



The Zones for the Proposed site:

The above plan indicates the proposed area and zones for the development. These are early design concepts and will need to be developed in more detail as and when the scheme design progresses towards a Planning Application.

The basement area of the development will be utilised primarily as parking as well as storage and building services/plant room. This will include the parking for the residential/retail and commercial elements of the development. Access and

egress will be via a ramped access located on Water Lane and the service road that connects Water Lane and Wharf Lane as part of the proposals. More detail is provided on the approach to parking and transport within the consultation information.

The proposal for the ground floor, which connects King Street to the riverside, will be 100% community and public space.

This includes a Town Square at King Street and a proposed amphitheatre on the riverside and Embankment. Both could be utilised for a variety of activities.

This includes performance and public seating on this river side setting. The buildings will mainly consist of retail, restaurants, cafés and craft specialists and there is a proposed arcade that will provide an additional pedestrian link from King Street through to the riverside and new public square. It is envisaged the block on the riverside (directly adjacent to Diamond Jubilee Gardens) will provide the location of a restaurant and café, this will enhance and link the development to Diamond Jubilee Gardens.

The first and second floors of the development are proposed for residential properties. It is envisaged that the residential element will consist of apartments and will continue along Water Lane and onto King Street. The height of the upper floors does not go beyond the current height of the buildings on King Street. As the designs progress and the viability appraisal is completed then the exact number of apartments provided will be clearer. As part of the viability work, we are also looking at the feasibility of including affordable housing and shared ownership on the site. The servicing and access arrangements will also need to be developed as part of this work.

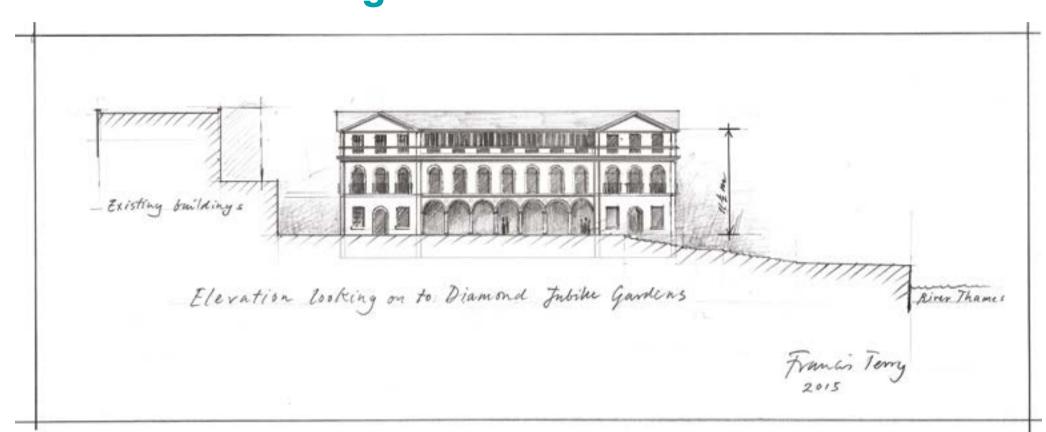
TWICKENHAM REDISCOVERED





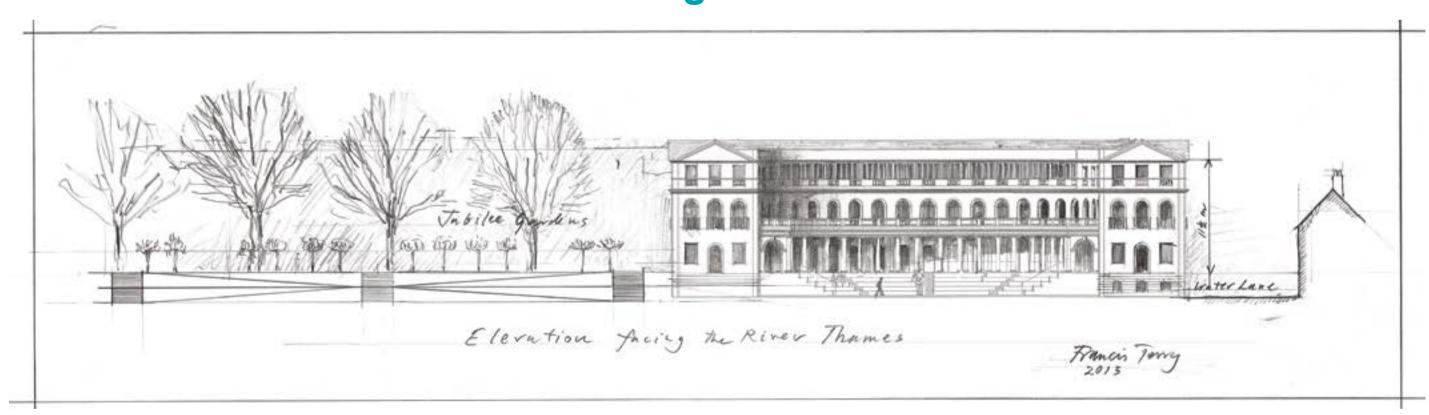
ELEVATIONS

Elevation looking on to Diamond Jubilee Gardens



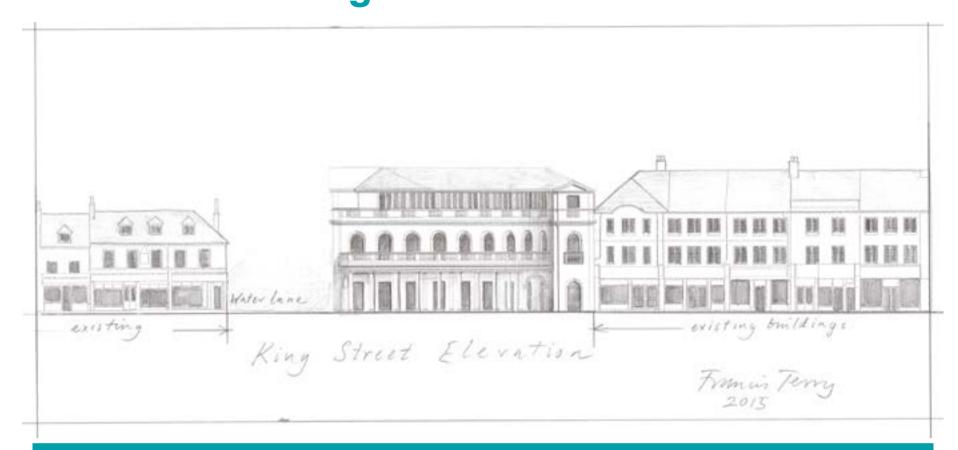
The important aspect of this elevation is to provide permeability between the new development and the existing Diamond Jubilee Gardens. This has been done by providing a very open colonnade on the ground floor which will allow people to pass easily through the building into Diamond Jubilee Gardens. This colonnade is framed by pedimented corner features which continue throughout the development.

Elevation facing the River Thames



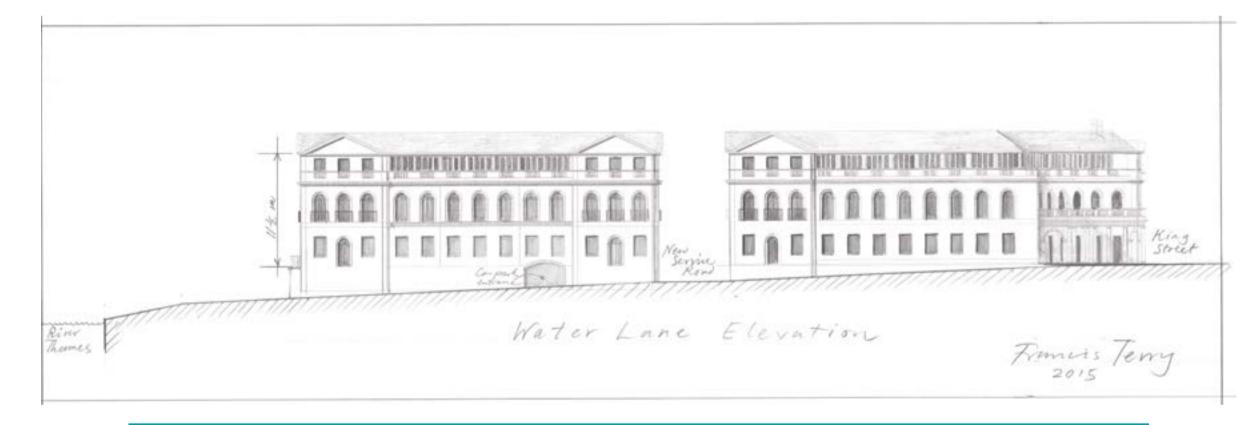
The elevation facing the River Thames is an amphitheatre which has the river as the backdrop. This will make an impressive but also intimate place for people to sit and look at the view as well as hold markets, community events, performances and activities. The colonnade runs around the edge of the amphitheatre providing cover for the adjacent restaurants and cafes and above it provides the flats with balconies, overlooking the river. The amphitheatre is framed by two pedimented structures on either side which form the corners throughout the development.

King Street elevation



In order to draw people down from King Street to the river front the building breaks back from the street line and provides a straight covered walkway through the development to the amphitheatre. On this elevation a colonnade has been designed with a terrace at first floor level. A corner tower has been positioned on the street front which echoes the Classical style of the Barclays Bank opposite.

Water Lane elevation



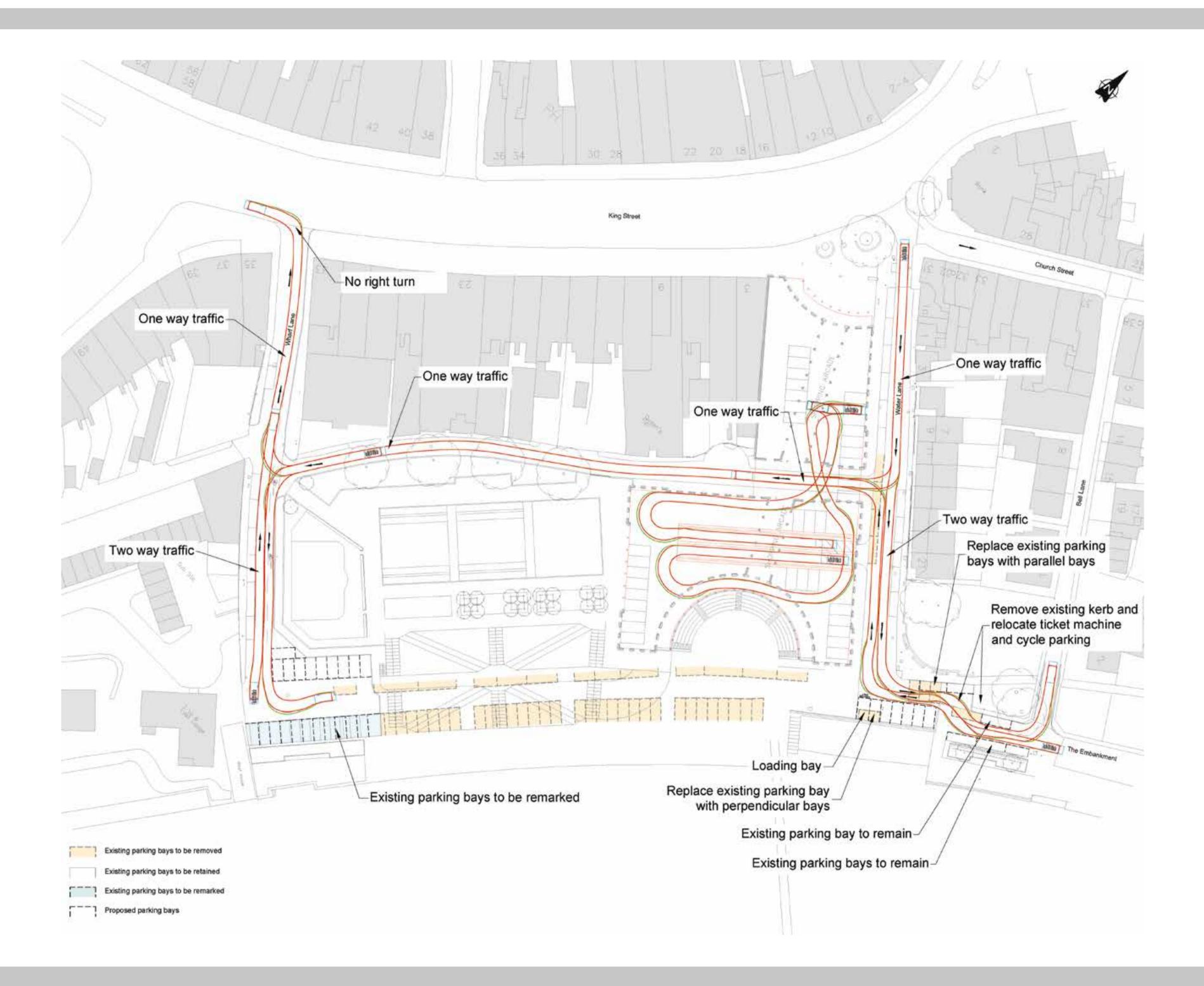
The Water Lane elevation continues the architectural language of the amphitheatre with pedimented corner features used throughout. The height of the building is reduced by having the second floor set back almost throughout this elevation. Access to the underground car park is discretely located between the new service road and the river front.







DRIVING ROUTES, CYCLING AND PARKING



Driving Routes, Cycling and Parking

This plan highlights the proposed changes to parking and traffic access as part of the proposals:

Traffic strategy - Vehicle access to the Embankment, the new development and basement car park will be via Water Lane, which will be one way from King Street and two way travelling up from the Embankment turning left onto the extended service road. Existing parking bays at the end of Water Lane will be retained and a loading bay/drop off area will be provided at this point. Vehicles will also be able to access Bell Lane via the Embankment with one way access back up to Church Street as per the current arrangements. The service road that runs to the rear of Diamond Jubilee Gardens (DJG) will be extended to connect with Water Lane, this will provide access to the development, and will also provide one way access to Wharf Lane, which will provide two way access down to the Embankment and one way access when turning right onto Wharf Lane in the direction of King Street. The junction onto King Street will remain as no right turn.

Parking Strategy – Residents have told us in the many local consultations that they want to remove cars from the Riverside. Therefore, the biggest proposed change to parking is that parking will be removed from the Embankment directly in front of Diamond Jubilee Gardens. This is to enhance the views of the river from DJG and also provide better access from the Embankment up to DJG. Street level parking will be provided at the end of Wharf Lane on the Embankment with a mix of existing (remarked) and new bays. Existing parking bays are to be retained on Water Lane with a number removed to create the new connection between the service road and Water Lane. The parking on the Embankment at the end of Water Lane will have new proposed parking bays and a loading bay. There will be underground parking provided beneath the proposed foot print of the new development with access and egress via Water Lane.

Cycling Strategy - This proposal aims to make the Riverside open for all. There will be cycling parking installed on the development and we would like to hear from cyclists and others.







FREQUENTLY ASKED QUESTIONS

DIAMOND JUBILEE GARDENS

What will happen to Diamond Jubilee Gardens?

The award winning Diamond Jubilee Gardens will not change. However, this development seeks to improve links from King Street and the Riverside to the gardens. This will make it more accessible to the community and a more usable space. The playground will also remain.

Will there be direct access between the development site and the Diamond Jubilee Gardens?

Yes – this will be included within the development and with improved access directly from the Embankment.

COMMUNITY AND BUSINESS USE

What types of businesses will be in the retail units?

We will seek to attract high quality independent businesses that will complement the existing retail offer in the nearby Church Street. This could include cafés, restaurants and craft/creative outlets.

How will the community spaces be used?

These will be flexible spaces that could be used for performance, alfresco dining, markets and other community activities. We would develop a plan, with the community, for the use of both spaces on the Riverside and on King Street.

What will happen to HANDS charity, currently based in the old pool building?

The Council is already working with HANDS to assist them in identifying alternative accommodation locally.

Will there be a public toilet facility on the proposed site?

Yes, there will be toilets included within the café / restaurant.

ACCESS AND PARKING

Who uses the current car park?

Current parking provision is for use by the shops and offices on King Street and alternative parking will be provided as part of the development.

Will access be retained to Eel Pie Island?

Yes, it is essential that access is retained and this will be via the Embankment and footbridge. Alternative parking is to be provided and proposals include provision at the end of Wharf Lane.

What drop off / pick up arrangements will be made for residents, businesses and other users of Eel Pie Island?

Access will still be via Water Lane to the Embankment.

Will the scheme impact the existing on-street parking on The Embankment and Water Lane?

Parking is to be re-located from the river frontage and reprovided through underground parking under the new development and street level car parking at the end of Wharf Lane. This will obviously result in less traffic movement within the area as the intention is for priority parking for residents, businesses of Eel Pie Island, the Embankment and Water Lane.

How much parking will be left on the Riverside?

As well as connecting the Town Centre with the river, the scheme as proposed seeks to maximise the connection between Diamond Jubilee Gardens and the Thames. It achieves this by removing a significant stretch of embankment side roadway and parking and by replacing it with further areas of public open space. This proposal presents approximately 90 parking spaces available in the future. Approximately 50 would be available for residents / public parking, whilst around 40 spaces would be created in the basement of the proposed building for the residential and commercial units that are created by the scheme. Other parking would be re-provided in spaces elsewhere in the general area.

Will residents on Eel Pie Island and Water Lane still be able to park on the Riverside?

We will work with residents and businesses on Eel Pie Island, the Embankment and Water Lane, to review their parking needs. We are committed in ensuring that parking is provided, as a priority, for people in these properties.

Where will the residents and businesses in the new development park?

Proposals include underground car parking in the new development.

Will the scheme alter the one way traffic flow on Water Lane, The Embankment and Wharf Lane?

Yes. Traffic will be directed through an extension and connection of the service road from Water Lane to Wharf Lane.

Will it alter the current servicing arrangements to the shops on King Street?

No. Access and servicing arrangements will remain the same.

Will there be a right hand turn from Wharf Lane onto King Street?

No. There is no proposal to change the existing left hand turn only. However we will seek to install additional signage to discourage drivers from turning in the neighbouring roads.

What provision will be made for cyclists?

We will seek to accommodate cycling and cycle storage within the new development.

How will the Riverside be made open for all - including pedestrians and cyclists?

As part of the proposals to remove vehicular access to the Embankment, we would like to hear from all residents on how we can make the area more 'accessible' for all.

SURROUNDING ENVIRONMENT

How will the scheme impact upon the recently completed Twickenham Embankment improvements?

We aim to retain as much as practically possible but this will become clearer as the design develops.

Will any trees need to be felled to allow for this development?

This will be kept to an absolute minimum and will be confirmed during detailed design. As part of the planning process full arboricultural surveys and method statements will need to be developed and considered.

How is the development in keeping with the local area?

The new proposal is considered to be in keeping with the local area by having three storeys, this matches the shops and buildings which are next to the site on the south west boundary. Brick is the dominant material used in the area so to maintain this we are proposing brickwork laid in Flemish bond for all elevations with reconstructed Portland stone dressings and architectural features. We believe the prominence of the site calls for a building with architectural impact. This echoes those locally along the River Thames e.g. St Mary's Church, York House, Marble Hill, Ham House and Strawberry Hill.

Would it be possible to consider access via boat?

Whilst there are currently no plans to install a pontoon or other new moorings in this area, as part of this consultation we would like to hear ideas from the community about this.

Why is there housing on the site rather than other community facilities e.g. a theatre?

We are currently developing a Community Building on the former Royal Mail site, opposite Twickenham Station. This will include a range of community facilities including a theatre and the capacity for a cinema.

How much disruption will there be during the construction phase for those living on Water Lane?

We will seek to manage the construction and keep disruption to a minimum, to mitigate any negative impact on those who live in the surrounding area or local businesses. This will be outlined in the Construction Method Statement (CMS) which will guide the actions and behaviours of all contractors during the construction phase. The CMS is a requirement for the granting of planning permission.

How high will the proposed new buildings be?

The new buildings will be three storeys (excluding the basement). At its highest point, it will be in line with the current buildings on King Street.

HOUSING

How many housing units will be on the site?

We are still in the early stages of the proposal and therefore it is not possible to be exact about how many housing units would be on the site. However, this could be in the range of between 20 to 40 properties.

Will there be any affordable housing?

As part of the viability work being carried out for this project, we are looking at the feasibility of including affordable housing (e.g. shared ownership flats) on the site.

OTHER PROPOSALS

Why is there only one design?

The proposed design is a direct result of the many consultations that have already been held regarding this site. All the feedback from residents was used to create this design.

Is this design fixed?

This is a 'concept'. It is a starting point for discussion with residents about what might be possible and feasible on the site. All the results of previous consultations fed into this proposal. Throughout the various consultations that will be held over the next few months, the designs will be adapted according to residents and business' feedback and inline with making the project viable.

Why did the Council choose this proposal?

The brief for the design competition reflected what people had told us during the previous consultations. We felt that the other designs that were submitted did not respond in a number of areas to the brief that had been issued. This included the main requirements of community space and public space that is accessible for all.

FUNDING

How is the development being funded?

It is expected that the value generated from the commercial and residential elements will pay for the development of the public elements of the scheme, including the increase in community, public and open spaces.

PLANNING AND SURVEYS

What Planning policies apply to this site?

Twickenham Riverside conservation area (CA8)

- King Street Key Shopping Frontage
- Twickenham Town Centre
- Flood Zone 2/3, and SFRA 3a
- Proposal site TW7: Past Industrial land use
- Twickenham and Marble Hill Archeological Priority Area
- Twickenham Area Action Plan
- Partially within Metropolitan Open Land

The site is also:

- Opposite Buildings of Townscape Merit in Church Street
- Opposite Buildings of Townscape Merit and Listed Buildings in King Street
- Adjoins Queens Road conservation area
- Opposite an Other Site of Nature Importance (River Thames)
- Adjoins Metropolitan Open Land (River Thames and The Embankment)

What considerations have been made regarding flooding?

Opposite Water Lane Public Open Space

The Authority of the Authority

To see copies of these policies, go to:

www.cartogold.co.uk/Richmond/richmond

Initial surveys have been undertaken and a full Flood Risk Assessment will be commissioned as part of the design development and planning application.

When will the planning application be submitted?

It is hoped a planning application can be submitted in the Autumn of 2016.

Will I be consulted on the planning application?

Statutory consultation will be undertaken locally (as well as with statutory bodies such as the Environment Agency, GLA etc.) as part of the planning process, and the opportunity to comment on the development is also provided as part of this process.

When would work commence?

This is dependent on the outcome of the consultation and working towards a planning approval in early 2017.







HAVE YOUR SAY

From Tuesday 10th November to Wednesday 9th December, the shop (27 Church Street) is open on Tuesday-Fridays from 11am-3pm and on Saturdays from 11am-5pm. *

Architects from Quinlan and Francis Terry will be at the shop to answer any questions on the designs on:

- Wednesday 11th November 2pm–4pm
- Wednesday 18th November 11am-1pm
- Sunday 22nd November 4.30pm-6.30pm*
- Wednesday 2nd December 5pm-7pm*

*On 22nd November the shop will be open on a Sunday for the Twickenham Christmas lights switch on from 4.30pm - 6.30pm. On the 2nd December, an evening drop-in from 5pm-7pm has also been arranged for those unable to visit the shop on weekdays or Saturdays.

Go to: www.richmond.gov.uk/twickenham_rediscovered to have your say.

The deadline for ALL feedback is the 11th December 2015

What happens next?

Following the completion of the consultation and the feasibility study, and after careful consideration of the comments and feedback, the Council will publish a more detailed programme along with the development strategy and project governance for the next stages of the scheme. Cabinet approval will also be sought to proceed with any development, along with the submission of any planning applications.

For more information about the plans to improve Twickenham, email: twickenhamrediscovered@richmond.gov.uk







