

# NEW HEART FOR TWICKENHAM



## Introduction from Richmond Council by Cllr Pamela Fleming

**Cabinet Member for Environment, Business and Communities**

Regenerating Twickenham has been the priority for this Council. The starting point for all the improvements we have made was the 2010 Barefoot Consultation followed by the Twickenham Conference, All in One Survey. All the consultations that finally led to the adoption of the Twickenham Area Action Plan in 2013.

The views were many and varied but it is clear that residents in Twickenham have strong and passionate views and want to celebrate its history, culture, beautiful natural assets but, above all, create a heart for Twickenham.

Over the last few years we have been making those ambitions a reality. The wider pavements, landscaping, redesign of Champions Wharf, including the popular play beach and the creation of Diamond Jubilee Gardens, have all made the town a more attractive and welcoming place to live, work and visit. This stretch of the riverside has some of the most spectacular views and is enhanced by having Eel Pie Island with its working boatyard, long music tradition and now home to many creative and high tech industries just across the bridge.

With so much variety and history it is not surprising that feelings about changes to the riverside run high. In thirty five years there has never been consensus on how best to improve the area. The Council's conversion of the old derelict pool into the award winning Diamond Jubilee Gardens ensures that the major part of the riverside frontage will remain as green space. Now the Council's attention has turned to what should replace the blight of the unsightly old pool buildings on the smaller part of the frontage.

The Council added more development space in 2015 by purchasing 1, 1A, 1B King Street and 2/4 Water Lane (currently occupied by Santander, M & Co. and Superdrug) and the private car park to the rear. This enables the Council to develop a more attractive frontage on King Street that could also provide a better link to the riverside and Diamond Jubilee Gardens.

The early stage five week consultation held at the end of last year only presented concepts and was an opportunity for people to discuss them with the architects, councillors, Council staff and fill in a questionnaire. We expected the majority of people would want changes and, over the last six

months, the Council has sought to adopt many of the ideas expressed through the consultation. However, we know from talking to local groups and via petitions presented at the July Council meeting that a number of local people would like more time and dialogue.

Therefore we have decided to continue our engagement with the community and at this stage will not be presenting designs but instead we will be reflecting back what we have heard so far and identify themes and topics where there is scope and appetite for a richer and deeper conversation. These will include the use of open space, service access, parking and river frontage. A full plan to facilitate this engagement is included in these consultation documents.

Throughout this engagement process, we will be further adapting the design of the scheme and will publish a revised proposal for full consultation in September. I hope that over the next few months people will work with us with an open mind and come forward with ideas. Together, I do believe we can develop a scheme so that the riverside is a place everyone can enjoy for many years to come.

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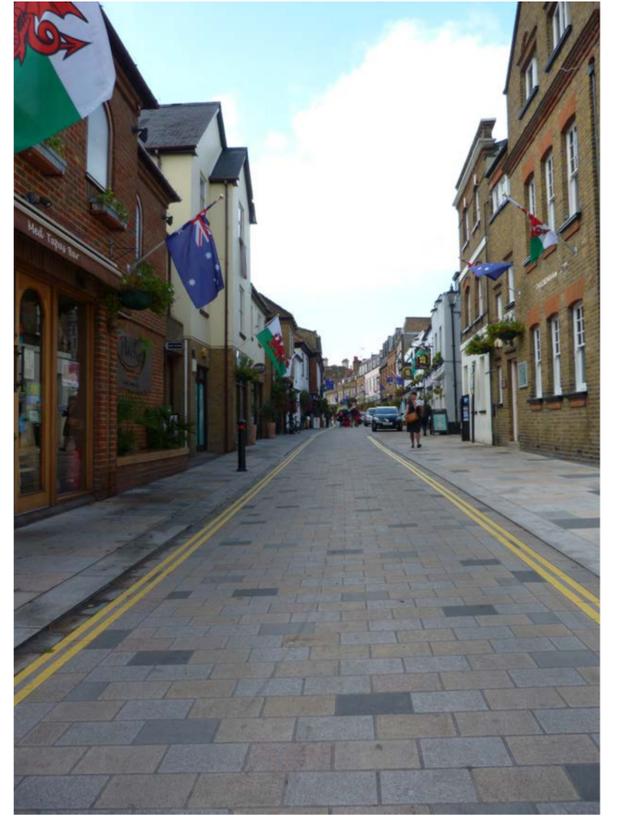
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# INVESTING IN TWICKENHAM

## Investing in Twickenham

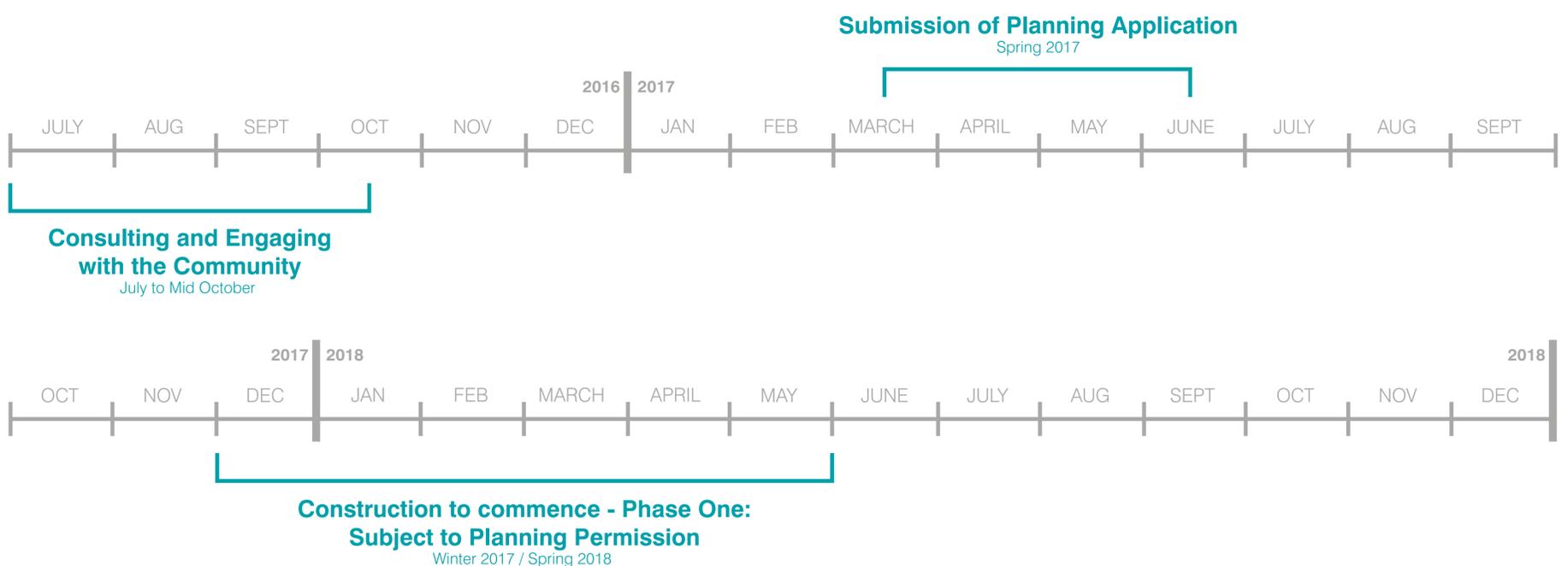
The creation of a new heart for Twickenham is one of several significant projects within a multi-million pound programme of investment in the local area. Other projects have included:

- Twickenham highways improvement programme
- Improvements to Twickenham Embankment
- Holly Road Garden of Rest improvements
- Landscaped Champions Wharf and creation of a permanent play beach
- Opening of a new Catholic Secondary School and primary school
- Creation of a new Business Improvement District
- Redevelopment of Heatham House Youth Centre
- Creation of a new Education and Enterprise Campus on the Richmond College site including a new secondary school: 'The Richmond upon Thames School'
- The creation of the award winning Diamond Jubilee Gardens – developing the former swimming pool site on the riverside



## Timeline for the development

The below dates are indicative and may change.



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# THE CURRENT SITE

## The proposed site for the development is highlighted in the site plan below.

One of the key ideas from residents that emerged from the many local consultations is the desire to have more community space in the centre of Twickenham, with links from King Street to the River.

To make this vision a reality, the Council purchased three properties on King Street and Water Lane in 2015. The properties are: 1, 1A, 1B King Street and 2/4 Water Lane (currently occupied by Santander, M&Co, Superdrug) and the private car park to the rear. This recently acquired space is in addition to the former Swimming Pool buildings on the riverside land already owned by the Council, which have been derelict for over 30 years.

The Diamond Jubilee Gardens created by the Council on the old swimming pool site are not to be changed by these plans although a key aim is to enhance access to them from King Street and Water Lane.



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# CONSULTATION AND ENGAGEMENT PLAN

Over the next three months we will be carrying out an extensive plan of consultation and engagement with the community on the future of the riverside and the King Street sites.

This enhanced conversation will happen in three phases:

## Phase One

**From 19th July - 31st July**  
**Reflecting On Progress**

We will feedback how we are using all the information you have given us so far, inviting your comments on how this can be applied to develop the design. We will open the pop up shop; have feedback cards, a paper and an online questionnaire enabling everyone to take part.

## Phase Two

**18th August - 12th September**  
**Community Conversation**

To enable us to have a richer and deeper conversation with residents, we will hold a series of workshops and events on specific topics and themes. These workshops will be led either by Council staff or subject experts. Each will be a conversation with the community on the key areas that have been highlighted:

- Viability – what is needed to make a scheme work
- Parking, traffic and access
- Community spaces and improving links to Diamond Jubilee Gardens
- Configuration of the development
- Connectivity to and use of the River
- Retail and business

## Phase Three

**19th September - 15th October**  
**Consultation on Amended Scheme**

We will then consult on a new proposal. The consultation will be a mix of quantitative and qualitative questions. We will reopen the pop up shop and seek more views on the proposal using a paper and online survey.

## Timeline for Phase Two Workshops

WORKSHOP TOPIC	INFORMATION	DATE	LOCATION
Viability	Explaining how development viability works.	Thursday 18th August 6.30pm - 8.30pm	St Mary's Church Hall, Church Street
Connectivity to and use of the River	Considering how the development should be linked to King Street and the River and whether the development can aid active use of the River.	Friday 19th August 6.30pm - 8.30pm	St Mary's Church Hall, Church Street
Retail and Business	Looking at how the development can be used for new local business and support existing businesses in the area.	Monday 22nd August 6.30pm - 8.30pm	St Mary's Church Hall, Church Street
Community Space and Diamond Jubilee Gardens	Exploring how community space could be used in the future.	Monday 5th September 6.30pm - 8.30pm	St Mary's Church Hall, Church Street
Parking / Access / Cycling	Looking at the results of recent traffic surveys in the area, options for access and parking and provision for cycling	Monday 12th September 6.30pm - 8.30pm	St Mary's Church Hall, Church Street
Configuration of the site	Exploring ideas about arrangement and form of the buildings and development.	Thursday 15th September 6.30pm - 8.30pm	St Mary's Church Hall, Church Street

## How do I book onto a workshop?

Places at the workshops are limited to up to 50 people, but if there is more demand, we will consider additional workshops. If you would like to attend, please go to: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered) to book your place. Alternatively, book at the pop up shop.

### How else to have my say?

You can have a say using a short questionnaire in writing or online, at a workshop or by using one of the feedback cards in the pop up shop. You can also go online and register to be a member of the community - Talk Richmond. This online community is a platform for members to help influence Council projects. This new initiative also allows members to engage in live discussions and suggest their own topics for discussion, with the main activities being led and encouraged by the Council. Go to: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond) to register now.

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# SUMMARY OF CONSULTATION

We have been listening to what you have said regarding the initial concepts published in 2015.

WE HAVE HEARD THAT YOU WANT:

**More open space**

**Increased parking**

**Viable business offer**

**Improved cycling opportunities**

**To maintain existing access arrangements to Eel Pie Island**

**Less building mass**

**Better King Street links to the River**

**Improved Access and connectivity with Diamond Jubilee Gardens**

**A greater celebration of the River**

# PARKING / CYCLING AND ACCESS

In the Barefoot Consultation (2010) residents told us that they felt removing cars from the riverside was a good idea, and it was argued that this would increase the potential for the riverside site. It was suggested that removing cars from the riverside would increase the amount of space available which could be developed into a community site.

This was then enhanced in the Twickenham Area Action Plan (2013) which states that, on the riverside, there is a need to improve the pedestrian environment and reduce dominance of parked and moving traffic.

Concepts presented in the first consultation explored these ideas with proposals to remove parking from the Embankment and part of Water Lane.

We are currently undertaking traffic surveys to understand the extent of vehicle access around the site for residents, visitors and businesses. This includes the loading arrangements at the end of Water Lane by businesses on Eel Pie Island. We expect the results of these surveys to be available for Phase Two of the consultation process and will form part of the workshop discussions.

## YOU HAVE TOLD US THAT:

The provision of underground parking for the residential properties in the development received the most support in the 2015 consultation, as well as the proposed pedestrianisation of the Embankment. However, there were concerns about the impact of traffic on Eel Pie Island and parking issues. People highlighted:

- Traffic needs to be eased and managed not increased particularly in relation to access to Eel Pie Island
- The needs of residents and businesses on Eel Pie Island and those who live along Water Lane and the Embankment must be accommodated
- Parking must not be less than is currently available
- A scheme must be viable for cyclists
- Vehicles must be allowed to continue using the Embankment
- The Embankment should be pedestrianised

## WE ARE CONSIDERING:

Over the past few months we have been exploring a number of options. One option is to make part of Water Lane and Wharf Lane two-way for traffic to help vehicles travel around the area. We have also considered two parking options. Both of them are outline and may need adjustment as the scheme itself evolves. But, at this stage they may be as follows:

### Parking option one:

This option proposes removing parking from Water Lane and increase spaces along the Embankment – in front of Diamond Jubilee Gardens. As Water Lane is then parking free – the flexible space could be used for community activities e.g. markets when the road is closed. Under this option, there would be around 87 parking spaces available for residents and public parking. This is in addition to any underground

parking scheme that could be delivered under the new development for residents and businesses.

### Parking option two:

This option proposes to re-locate the parking from the River front and re-provide along Water Lane. However, we have heard this option could present access and parking issues for residents and business on Eel Pie Island. This would result in a car free Embankment. Under this option, there would be around 87 parking spaces available for residents and public parking. This is in addition to any underground parking scheme that could be delivered under the new development for residents and businesses.

### Cycling

We think that the northern section of Wharf Lane should continue to operate as existing, with a contraflow southbound advisory cycle lane. We could make the southern section of Water Lane two-way for all vehicles (including cyclists). As this road is a cul-de-sac and currently a 20 mile per hour zone, we don't believe a dedicated cycle lane is required. We do believe that we need increased sensitively sited cycle parking across the area.

- 4) Attend our Parking/Cycling and Access workshop on: Monday 12th September at St Mary's Church Hall, Church Street, Twickenham. RSVP to attend at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)



## WHAT DO YOU THINK?

We want to hear your thoughts – specifically considering:

- Access to Eel Pie Island – including the loading arrangements
- Parking
- Cycling
- Disabled access

You can tell us your thoughts by either:

- 1) Using the yellow feedback card in the pop up shop
- 2) Completing the survey available in the pop up shop, Civic Centre reception, or at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)
- 3) Take part in an online discussion in Talk Richmond, apply here: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond)

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# COMMUNITY SPACES AND DIAMOND JUBILEE GARDENS

In the 2010 Barefoot Consultation, over 85% of residents felt that developing the riverside – particularly the Pool Site was important, with many suggesting enhanced community space. Following the consultation, the Council created the award winning Diamond Jubilee Gardens, in partnership with local people. This development proved that change for the better in Twickenham is possible.

The ambition was then set out in the 2013 Twickenham Area Action Plan to open up and redevelop/refurbish the remaining area of the former pool site, which adjoins the recently refurbished Diamond Jubilee Gardens, along with an upgrade of the Embankment south of the Diamond Jubilee Gardens to provide a pedestrian priority/shared surface with new landing facilities.

The Plan recommends a 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.

In the 2015 consultation, we proposed the pedestrianisation of the Embankment, along with an open air theatre space for performances and local events. At the King Street end of the development, a widened space could also be used for markets and activities – drawing people down to the River.

## YOU HAVE TOLD US THAT:

In the previous consultation, respondents were pleased that there were no plans to build on or change Diamond Jubilee Gardens. However, a large number of people did highlight the proposed 'link' to the Gardens from King Street and the Embankment as a concern. Respondents did not feel that the proposals provided the right mix of open space, shops, restaurants/cafes or space for creative and craft activities.

Particularly people highlighted:

- Development must complement and enhance the Gardens
- There must be more open space

## WE ARE CONSIDERING:

One option is we can create more open space by making either the Embankment or Water Lane parking free. There is also an option to possibly extend the riverside front of Diamond Jubilee Gardens. Creating an extended green space down onto the Embankment.



## WHAT DO YOU THINK?

We want to hear your thoughts – specifically considering:

- How could more open space be incorporated?
- What would this community space be used for?

You can tell us your thoughts by either:

- 1) Using the *green* feedback card in the pop up shop
- 2) Completing the survey available in the pop up shop, Civic Centre, or at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)
- 3) Take part in an online discussion in Talk Richmond, apply here: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond)
- 4) Attend our Community Spaces and Diamond Jubilee Gardens workshop on: Monday 5th September at St Mary's Church Hall, Church Street, Twickenham. RSVP to attend at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)



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# CONFIGURATION OF THE SITE

The Barefoot Consultation showed the Council that residents do not want a high rise scheme in Twickenham and that any scheme must be in line with the surrounding buildings and existing heights. This was reflected within the 2013 Twickenham Area Action Plan which states that any plans must have a high quality, 'traditional' design. It should also bring this derelict site back into active use, taking advantage of its riverside location and improving links between this area and the core of the town. A substantial area of open land should be retained and some of this to be green space. Bringing the site back into use will be key to the regeneration of the town.

Plans for this site must be financially viable. The Council would like the project to be cost neutral. The Council will not sell the site, but wants the sales and rental proceeds arising from the development to cover the costs of the purchase of the King Street buildings / car park and building the new development. Therefore, including residential properties is an essential component to the scheme. In the previous consultation, we heard that the proposed configuration of the site was too big and overshadowed the open space.

## YOU HAVE TOLD US THAT:

In the previous consultation, respondents felt that it is important to create a landmark development that will bring people and business to Twickenham. However, people thought that the configuration of the buildings was overbearing and at odds with the Twickenham area. Particularly people highlighted:

- The scheme was too large
- There was too much building and not enough space
- There could be a more creative use of space
- Doesn't reflect the variety of styles in Twickenham

## WE ARE CONSIDERING:

Over the past few months the architects have been reviewing local architecture. They have been considering how the materials used could best reflect the local area. We think there can be a statement development that is financially viable including open and community space. We know that there are many different styles of architecture in the Twickenham area. We believe that we can develop the proposals to take reference from key local buildings, for example the below:



### Barclays Bank King Street

Stone building comprising rusticated ground floor with Doric entrance porch 2 storeys of plain walls above with Gibbs detailing on windows to projecting bays. Modillion cornice and pediment, roof parapet balustrade with panels of balusters centred on windows below.



### Kings Street above Greggs

Enriched modillion cornice, parapet with urns to ends and stone coping, dormer windows behind parapet within slate roof.



### King Street above Poundland

Sash boxes on the outer face of the wall, rubbed and gauged brick arches panel detail in brickwork under cill. Quoins to end of building. Panel formed in parapet.



### Twickenham Library

Stone ground floor with rustication. Doric order to front door, semi-circular headed windows with imposts and Archivolts. A mixture of stone and red brickwork to first floor with stone corner Ionic columns, entablature, pediment and parapet.



### Loggia in the grounds of Thames Eyot

Stone loggia comprising free standing Doric columns with entablature over with frieze detailing includes triglyphs and rounders.



### William Webb Ellis

Stone ground floor with rustication and ornate doorways. Mixture of stone and brickwork for the next two storeys with level of stone reducing with height. Window surrounds to first floor include entablature with keystones and pediments, consoles and side scrolls to end windows. Modillion cornice with stone blocking course.



### 41 – 43 Church Street

Detailed painted shop fronts with two storeys of cream coloured stock brick above. Sash windows set in reveals with rubbed and gauged brick arches.

## WHAT DO YOU THINK?

We want to hear your thoughts – specifically considering:

- The configuration of the site (to include the size, layout and form )
- How the development links to the rest of Twickenham

You can tell us your thoughts by either:

- 1) Using the *blue* feedback card in the pop up shop
- 2) Completing the survey available in the pop up shop, Civic Centre, or at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)
- 3) Take part in an online discussion in Talk Richmond, apply here: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond)
- 4) Attend our Configuration of the Site workshop on: Thursday 15th September at St Mary's Church Hall, Church Street, Twickenham. RSVP to attend at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)

## KING STREET COULD LOOK LIKE THIS:



# CONNECTIVITY TO THE RIVER / USE OF THE RIVER

In the Barefoot Consultation (2010) around 27% of residents stated that they wanted improved river links. The Twickenham Area Action Plan (2013) then highlighted that any development of this site should maintain the Embankment as a working quay and, subject to feasibility, provide mooring and landing facilities.

One of our key objectives from this development is to link the town centre to the River. We want to improve connectivity, but also draw people from King Street to our beautiful Embankment – particularly to enjoy the Diamond Jubilee Gardens. In our original concepts we planned to draw people down to the River via an arcade, lined with new independent businesses and a colonnade around the buildings.

## YOU HAVE TOLD US THAT:

In the previous consultation, everyone commended the desire to link King Street to the River. However, some people thought that our proposals did not go far enough.

Particularly people highlighted:

- How the River is used
- A wider Water Lane and river vista

## WE ARE CONSIDERING:

Over the past few months we have been looking at the feasibility of widening part of Water Lane to create a river vista. We could make Water Lane a shared surface, similar to Church Street (although the gradient will make this a challenge). We want to look at this stretch of the Thames, how it is used and possibly incorporate increased river usage into our proposals.

## WHAT DO YOU THINK?

We want to hear your thoughts – specifically considering:

- How is the River currently used and how can this be incorporated into the design?
- How could we create an improved 'link' from King Street?

You can tell us your thoughts by either:

- 1) Using the *orange* feedback card in the pop up shop
- 2) Completing the survey available in the pop up shop or at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)
- 3) Take part in an online discussion in Talk Richmond, apply here: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond)
- 4) Attend our Connectivity to the River / Use of the River workshop on: Friday 19th August at St Mary's Church Hall, Church Street, Twickenham. RSVP to attend at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)



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# RETAIL AND BUSINESS

In the 2010 Barefoot Consultation, residents told us that King Street did not have enough variety and quality of shops compared to surrounding areas. Respondents felt more needed to be done to encourage shoppers, including making King Street more attractive and improving the overall environment. A number wanted to see a new commercially viable development opening onto King Street with riverside cafes / restaurants. This was then reflected in the 2013 Twickenham Area Action Plan – which states that any development on the Riverside site must strengthen the retail offer on King Street and in Water Lane.

An element of business and retail in the new building(s) is part of making the development financially viable. We believe that we can create a statement development that will provide opportunities for local businesses and retail. A business offer that will add to the local economy, rather than hinder it.

## YOU HAVE TOLD US THAT:

- You are concerned that Twickenham cannot sustain more shops
- You would like to consider additional office / flexible work space as well as retail
- You would like to consider community space for a local museum
- Existing shops in Twickenham should not suffer



## WE ARE CONSIDERING:

We believe Twickenham can sustain additional business including shops and restaurants. However, we are commissioning a business and retail study to better understand the local economy and test our thinking further.



## WHAT DO YOU THINK?

We want to hear your thoughts – specifically considering:

- What types of businesses do you think would work in the development?
- What considerations do we need to make for existing businesses?

You can tell us your thoughts by either:

- 1) Using the *pink* feedback card in the pop up shop
- 2) Completing the survey available in the pop up shop or at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)
- 3) Take part in an online discussion in Talk Richmond, apply here: [www.richmond.gov.uk/talk\\_richmond](http://www.richmond.gov.uk/talk_richmond)
- 4) Attend our Retail and Business workshop on: Monday 22nd August at St Mary's Church Hall, Church Street, Twickenham. RSVP to attend at: [www.richmond.gov.uk/twickenham\\_rediscovered](http://www.richmond.gov.uk/twickenham_rediscovered)



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