

# New Heart for Twickenham

Feeding back what we have heard

October 2016



# 1 | Introduction

The Council is committed to regenerating Twickenham and helping it thrive as a place to live, work and visit. Our commitment started in 2010 with the Barefoot Consultation and All in One Survey, and led to the adoption of the Twickenham Area Action Plan in 2013.

As part of this ongoing commitment in 2014 the Council purchased properties on King Street and Water Lane with the view of developing a more attractive frontage on King Street that could also provide a better link to the riverside and Diamond Jubilee Gardens.

With so much variety and history there are many perspectives about how the area might be improved. In July 2016 the Council announced we would continue our engagement and consultation with residents and businesses in order to gain a greater understanding of what people want to see for this new heart for Twickenham. This engagement was a direct result of listening to local residents and appreciating that they wanted more time and opportunities to give feedback.

Over the past couple of months we have invited residents, business and community groups to engage with us through the pop-up shop and online survey, on 'Talk Richmond' and through a series of topic based workshops. The purpose was to listen to the many, and varied, views of residents and businesses alike. These conversations have been focused around the following topics:

- Viability
- Retail and Business
- Community Space and Diamond Jubilee Gardens
- Parking / Access / Cycling
- Connectivity to and use of the River
- Configuration of the Site

This document presents the messages and common themes and distinct views to come out of these discussions and to provide a brief summary against each of the topics. Links to further details for the relevant elements of the engagement is contained in the document where available and a full report of the survey responses will follow.

We intend to continue to engage on the issues, share ideas, and develop a scheme for the riverside that everyone can enjoy.

# 2 | Viability

Some of the key messages shared during the viability workshop:

- The Council's most recent land acquisition was £6.5m, however the publicly owned land value is more
- A 'normal' developer would target getting all of the initial investment back and more, however a lesser 'target' for the Council might enable wider Twickenham related benefits
- Three ways the scheme could be delivered:
  - > Direct development by the Council – this represents the highest level of risk to the Council, however the Council would retain complete control over design and building specifications
  - > Developer led – this represents the lowest level of risk to the Council, however there would inevitably be some loss of control and an absolute profit level would be required by the developer at that 15 - 20% range
  - > Joint Venture (JV) – the level of risk is shared by the partners, as is the approach to profit

To see the viability workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

# 3 | Retail and Business

There were differing views as to whether the site should be the home of any new retail. Those who do want retail appear to lean towards units being niche and boutique, and there is a general inclination towards any commercial aspect of the development remaining at the King Street end of the site.

Cafés and/or restaurants are popular, particularly a riverside restaurant. There is also a call for space for pop-ups, start-ups and creative industries as well as allowing the 'working' and 'leisure' aspect of the river to continue, and be enhanced.

## A | Pop up shop feedback (77 comment cards)

### Retail

- There was divided opinion on whether there should be any retail on the new site
- For those that did what retail the most popular types were: clothing shops, mix of independent, local shops and chain stores, with the most popular, by far, being restaurant/café
- There was also a strong opinion that there should be fewer charity shops

### Business

- More office/business space
- Space for leisure services including a museum, lido and cinema
- Stronger support for existing retailers

## B | Workshop feedback (20 attendees)

- Mixed views on whether there should be new retail on the site, with some saying that new retail should be in the form of boutique shops.
- Space for pop-ups
- Town square / open space for a market and other activities
- Good quality riverside restaurant / café
- No office space, particularly next to the river
- Office space for start-up businesses / creative enterprises
- Strong opinion that it should be (continue to be) a working riverside, call for boathouses / workshops
- It was acknowledged that there might have to be a commercial element of the site on the King Street end

To see the retail and business workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

## C | Survey feedback (294 responses)

- The most popular response was the want for cafés and restaurants on the riverside
- There was a large number of respondents opposed to new businesses on the site / responses that there are too many business spaces in Twickenham
- Location of new businesses – stronger preference for these to be located on King Street rather than the riverside
- Some of the more popular responses for the types of new businesses included: art, culture, museum, library, lido, crafts, workshops and particularly leisure activities including boating

## D | Talk Richmond (19 comments)

- More shops, particularly restaurants, cafes and small independent shops
- Fewer charity shops
- Importance of leisure activities. Examples given include: sports – outdoor gym, art classes, river-based tourism – boat and cycle hire

# 4 | Community Spaces and Diamond Jubilee Gardens

Having some open space is seen as very important, with a town square or open community space being mentioned regularly. This space should be multifunctional, allowing for events, performances (for example music), markets and relaxation; a space that everyone can enjoy. A restaurant/café was again mentioned. There were also comments on opening up the Diamond Jubilee Gardens, integrating it into the new site.

## A | Pop up shop feedback (55 comment cards)

- A main theme to emerge was the extension to the footprint of Diamond Jubilee Gardens, with comments about connecting it to the river
- Other common comments included: a town square, performance space, space for community groups, space for festivals and events, a pool, restaurants and cafes with alfresco dining
- Mixed opinions on whether there should be hard or soft landscaping
- It was clear people want to increase the amount of open space, particularly near the river

## B | Workshop feedback (35 attendees)

- No barriers to public access, the space needs to be accessible for all
- Make the space a 'destination'
- Town square / open community space
- Make the river a focal point
- Include an event space
- Somewhere everyone can enjoy / a meeting point
- Water feature
- Needs to be a multifunctional space
- Ensure there is space for the community to use
- Integrate Diamond Jubilee Gardens into the site

To see the community spaces and Diamond Jubilee Gardens workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

## C | Survey feedback (294 responses)

- Strong preference that open space be for community use
- Lido/swimming pool and town square were common responses
- Other responses included space for events / music / performance / farmers market / food and drink options e.g. restaurant, bar / leisure / relaxation
- Strong opinion that the development needs to connect to the Diamond Jubilee Gardens

## D | Talk Richmond (28 comments)

- Space for the community, festivals, events and cafés.
- The need for a town square, to create a focal point for Twickenham
- Open up access to the river
- Comments of creating some underground parking

# 5 | Parking / Access / Cycling

## Parking

Overall, opinion appears to favour the view that current levels of parking need to be retained, however not necessarily in the current arrangement. The removal of some parking from The Embankment and the creation of underground parking have been regularly mentioned, as has the need to consider business requirements.

## Access

Improved pedestrian and disabled (including parking spaces) access is an important consideration, as well as access for Eel Pie residents, businesses and delivery vehicles. Any new development will have to consider the current traffic arrangements of site.

## Cycling

There are mixed opinions as to whether current provisions were satisfactory or whether there needed to be more dedicated cycle lanes and parking

### A | Pop up shop feedback (27 comment cards)

#### Parking

- Mix of views as to whether parking should remain on The Embankment or be moved away elsewhere e.g. to Water Lane, underground – ensuring Eel Pie Island is allocated alternative parking
- Provide a good number parking bays for disabled and 'parent and child'

#### Access

- Improve the pedestrian environment
- Bridge across the river

#### Cycling

- Some wanted to see more dedicated cycle lanes in the area, others were happy with current arrangements

### B | Workshop feedback (43 attendees)

#### Parking

- Need to consider parking in Twickenham as a whole
- Need to take into consideration Twickenham's traffic flow
- Need to consider parking for local businesses
- Underground parking – under Diamond Jubilee Gardens
- Safety for children is an important consideration
- New development shouldn't add additional pressure on parking – and should include new spaces depending on the final design
- No change to parking needed

#### Access

- Need to consider access for deliveries
- Leave the one way as it is
- Need a line for services to Eel Pie

- Signage needs to be improved
- Issues raised around access for larger vehicles

#### Cycling

- Need for better signage
- No clear cycle path to take, need to lead cyclists away from parking
- Corners at the end of Water Lane and Wharf Lane are dangerous

To see the parking / access / cycling workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

### C | Survey feedback (294 responses)

#### Parking

- Consider Eel Pie Island residents / businesses
- Protect current levels of parking
- Reduce / remove parking space – Embankment
- Consider underground parking

#### Access

- Consider Eel Pie Island residents / businesses
- Prioritise loading / unloading – maintain facilities
- Protect current level of access
- Improve disabled access and provision of disabled parking bays

#### Cycling

- Improve / increase cycle parking
- Improve / increase cycling lanes and paths
- Improve / increase cycling access generally
- However, to others cycling was not a concern or they felt that current levels of provision were sufficient

### D | Talk Richmond (26 comments)

#### Parking

- Mix of views as to whether parking should remain on The Embankment or be moved away elsewhere e.g. to Water Lane, Wharf Lane or underground
- Underground parking

#### Access

- Importance of disabled access and improved pedestrianisation
- Comments about a bridge to Ham

#### Cycling

- More cycle lanes / improved cycling routes

# 6 | Connectivity to and use of the River

The area needs to be a 'magnet'; it needs to draw people down to the river. While there have been some conflicting opinions on whether it is geographically possible, one way that has been often cited is a view of the river from the top of King Street, another by widening the pedestrian area of Water Lane. Again a town square / community space has been mentioned. It is also clear that increasing river activities (such as boat hire) and access is important to residents.

## A | Pop up shop feedback (83 comment cards)

### Connectivity

- Improved pedestrianisation, with a number of people commenting on widening Water Lane
- An open river vista was also a common theme as were community spaces to bring people into the area e.g. town square
- Some mixed opinions on an arcade
- A bridge across the river was also mentioned

### Use of the River

- Passenger ferries and a landing stage was a popular idea as well as boating opportunities / hire

## B | Workshop feedback (30 attendees)

- Need to connect the space from King Street to the river
- Make the space a magnet, draw people down to the river
- Visual – would like a view from King Street
- Town square / open space
- Riverside restaurant / café
- Boathouses
- Viewing terrace near the river
- Mixed views on widening Water Lane
- Something at the bottom of Wharf Lane
- Boat/cycle hire
- Make sure that the site is accessible

To see the connectivity to and use of the river workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

## C | Survey feedback (294 responses)

- Strong preferences for recreational boating and mooring / ferries / pier
- Improve access to the riverside for pedestrians
- Broaden Water Lane
- Visibility of the river from King Street
- Some opposition to any new buildings
- Open space is important

## D | Talk Richmond (7 comments)

- Boating opportunities / activities
- Presence of cars / parking arrangements reducing 'connectivity' on the riverside

# 7 | Configuration of the Site

While there are several ideas about what should be on the site, some common points have emerged. The site needs to reflect the village feel, the framework of lanes and alleys, open up Diamond Jubilee Gardens and have a town square / community space. The amount and height of buildings is also an issue with several buildings seemingly preferable to one, providing there is an adequate amount of open space. There was also a number of differing opinions on Water Lane, and the possibility of widening the pedestrian area.

## E | Pop up shop feedback (102 comment cards)

- Architectural style in keeping with surroundings seemed to be the most important consideration
- There were also comments that buildings should be low rise and small scale
- Include/extend open space
- Need for community space/buildings e.g. town square
- Consider widening Water Lane

## F | Workshop feedback (35 attendees)

During the workshop attendees were asked to draw, as individuals and then groups, the site on maps provided. They were asked to consider a number of different factors, including form, connectivity, land use, orientation of buildings, links to Diamond Jubilee Gardens, height of buildings, relationship to local context, to name a few. The common features that then emerged from the maps were:

- Town square / open space towards the river
- Open up Diamond Jubilee Gardens, so that it can be accessed from the new site
- Commercial / mixed-use development at the King Street end of Water Lane
- Widen pedestrian access down Water Lane
- Riverside restaurants
- Several buildings not one large one, ensure the space is broken up
- A continuation of the 'village'
- Water feature(s)
- Viewing platform / raised river terrace at the end of the site nearest the river

- Some residential / retail units
- Boathouses / boat hire
- Something at the end of Wharf Lane, currently a 'dead space'
- Event space
- Space for pop-ups / market
- Stepped back frontage on King Street

To see the configuration of the site workshop presentations and notes go to: [www.richmond.gov.uk/twickenham\\_rediscovered\\_have\\_your\\_say](http://www.richmond.gov.uk/twickenham_rediscovered_have_your_say)

## G | Survey feedback (294 responses)

- The main three priorities are: connecting the site to Diamond Jubilee Gardens, considering the style of architecture, bearing in mind the existing feel of the area, and prioritising the view from King Street
- Also important to consider the volume and height of buildings / open space / gardens / town square / lido / the riverfront
- Better connection of King Street and the riverside
- Desire for a restaurant/café
- Consider community/public space as part of the development

## H | Talk Richmond (6 comments)

- Architectural style – Twickenham has a variety of styles ('mish-mash')
- Buildings in Twickenham that people like: The Octagon, Barclays Bank, St. Mary's Church. Or modern style such as Regal House



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