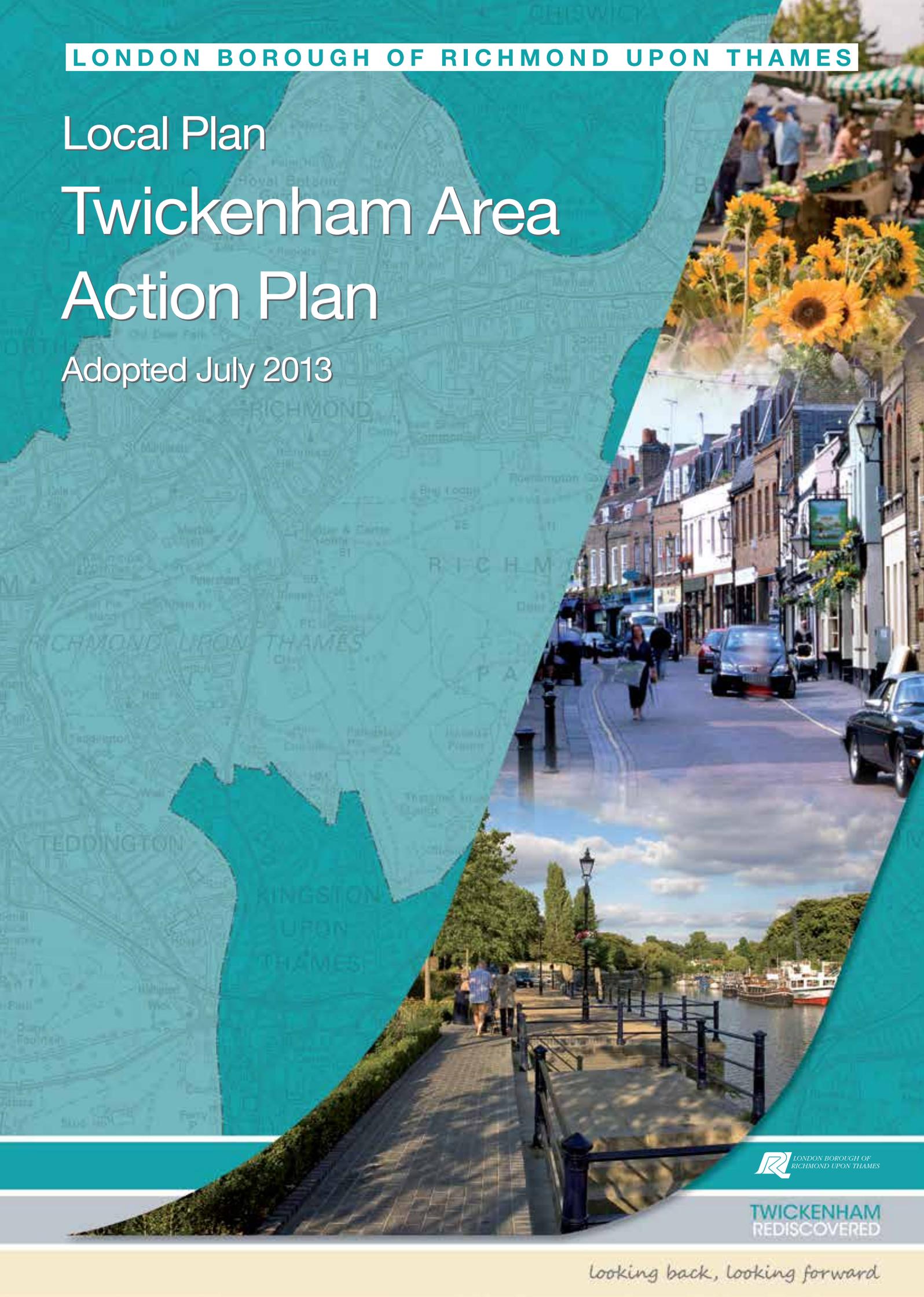


Local Plan

Twickenham Area Action Plan

Adopted July 2013



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Nese keni veshtersi per te kuptuar kete botim, ju lutemi
ejani ne recepcionin ne adresen e shenuar me poshte ku ne
mund te organizojme perkthime nepermjet telefonit.

Albanian

إذا كانت لديك صعوبة في فهم هذا المنشور، فترجو زيارة الإستقبال في
العنوان المعطى أدناه حيث بإمكاننا أن نرتب لخدمة ترجمة شفوية
هاتفية.

Arabic

এই প্রকাশনার অর্থ বুঝতে পারায় যদি আপনার কোন সমস্যা হয়, নিচে দেওয়া
ঠিকানায় রিসেপশন-এ চলে আসুন যেখানে আমরা আপনাকে টেলিফোনে দোভাষীর
সেবা প্রদানের ব্যবস্থা করতে পারবো।

Bengali

اگر در فهمیدن این نشریه مشکلی دارید لطفاً به میز پذیرش
در آدرس قید شده در زیر مراجعه نمایید تا ترتیب ترجمه
تلفنی برایتان فراهم آورده شود:

Farsi

જો તમને આ પુસ્તિકાની વિગતો સમજવામાં મુશ્કેલી પડતી હોય તો, કૃપયા
નીચે જણાવેલ સ્થળના રિસેપ્શન પર આવો, જ્યાં અમે ટેલિફોન પર ગુજ
રાતીમાં ઈન્ટરપ્રીટીંગ સેવાની ગોઠવણ કરી આપીશું.

Gujurati

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਪਰਚੇ ਨੂੰ ਸਮਝਣ ਵਿਚ ਮੁਸ਼ਕਲ ਪੇਸ਼ ਆਉਂਦੀ ਹੈ ਤਾਂ ਹੇਠਾਂ
ਦਿੱਤੇ ਗਏ ਪਤੇ ਉੱਪਰ ਰਿਸੈਪਸ਼ਨ 'ਤੇ ਆਓ ਜਿੱਥੇ ਅਸੀਂ ਟੈਲੀਫੋਨ ਤੇ ਗੱਲਬਾਤ
ਕਰਨ ਲਈ ਇੰਟਰਪ੍ਰਿਟਰ ਦਾ ਪ੍ਰਬੰਧ ਕਰ ਸਕਦੇ ਹਾਂ।

Punjabi

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1 Foreword



The Twickenham Area Action Plan will provide a framework for development and change in the town centre over the next 15 years. Twickenham is the Borough's second largest town centre, but for many years has seemed rather neglected and dominated by through traffic, despite its historic buildings and riverside location. The Plan builds on the many assets of the town, with the aim of bringing about a transformation for the benefit of residents, businesses and visitors alike.

The Plan sets out proposals for several key sites in the town and to improve the public realm as well as proposals to improve and extend areas of green space and riverside.

Many people were concerned about the impact of through traffic –comprehensive changes to the highway and street scene are proposed, to reduce traffic speeds, widen pavements, replace surfaces and street furniture with high quality materials and improve the overall environment. The proposals will significantly change the centre in favour of those who wish to enjoy the town for shopping and leisure in its own right, rather than a place to just to pass through.

The Plan has been subject to extensive public consultation and I believe the key issues raised by local residents and businesses have been successfully addressed.

Finally, the Plan will be delivered. Already some of the proposed changes are taking place with improvements for the parks and riverside already undertaken or planned, redevelopment proposals for the sorting office in hand and feasibility work underway for making the best use of York House and its beautiful gardens. The first phase of the Highways and Street Scene scheme started in early June 2013.

I strongly believe that the new proposals and policies will together bring about a sea change in the fortunes of Twickenham Town Centre and I endorse the Plan to you.

Councillor Virginia Morris

Cabinet Member for the Environment

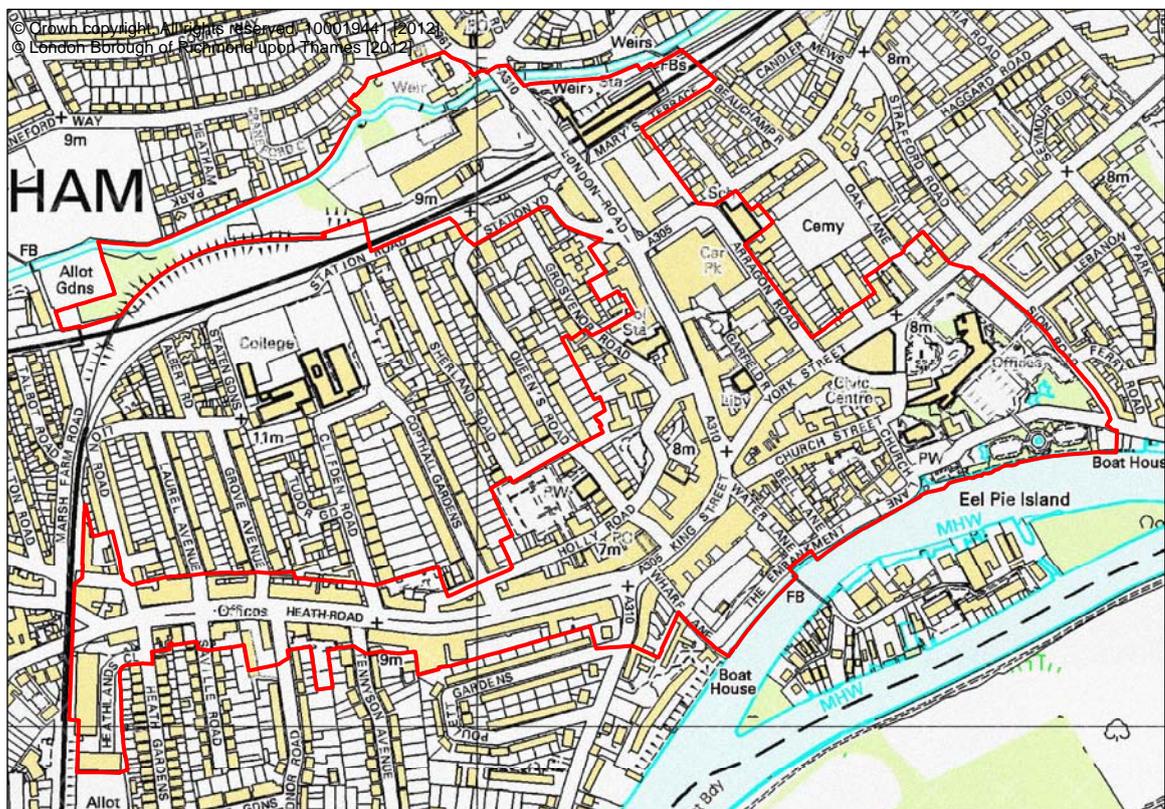
2 Introduction

2.1 Introduction

2.1.1 Purpose of Area Action Plan

2.1.2 The Twickenham Area Action Plan covers the commercial town centre, within the defined boundary as shown below.

Map 2.1 Area covered by Twickenham Area Action Plan



2.1.3 The Area Action Plan provides a framework for achieving the revitalisation of the centre, through the redevelopment of key sites, reduction in the impact of traffic and environmental improvements. It focuses on achieving and promoting the town centre as an employment location, district retail centre, visitor and tourist destination, centre for sports, leisure, arts and cultural activities as well as a more diverse evening economy.

2.1.4 The scope of the Area Action Plan

2.1.5 The Twickenham AAP is a statutory land use plan and the scope is as follows:

- Policies for the use of land and buildings
- Development and design guidance for key sites
- Public realm strategy and proposals for new parks and civic spaces and other environmental improvements

- Transport strategy and proposals for traffic management and improving the pedestrian environment
- An Implementation Strategy and Action Plan

2.1.6 Policy context

2.1.7 The Plan is required to be in conformity with National, Regional and Local Policy; these are set out in detail on the website and summarised in Appendix One.

2.1.8 National Policy comprises the National Planning Policy Framework 2012, and will also include any subsequently produced guidance.

2.1.9 Regional Policy includes The London Plan, which together with the Borough's Local Development Framework and saved Unitary Development Plan, forms part of the adopted Development Plan. The London Economic Development Strategy 2010 and The Mayor's Transport Plan 2010.

2.1.10 Local Policy includes the Core Strategy (April 2009), the Development Management Plan (November 2011) and various Supplementary Planning Documents and Guidance. All of these policies will be applied to Twickenham in addition to the policies and proposals within the Twickenham Action Plan. Some saved Unitary Development Plan (UDP) policies have been superseded or removed as part of the adoption of the Twickenham AAP; these are set out in Appendix Two.

2.1.11 Proposals Map - in accordance with legislation a new Proposals Map is required as each plan is adopted, to cover all adopted Borough planning policy documents (i.e. the Core Strategy, the Development Management Plan and the Twickenham Area Action Plan). A new Proposals map has therefore been published at the same time as the Twickenham Area Action Plan was adopted.

2.1.12 Sustainability Appraisal

2.1.13 The Twickenham AAP (TAAP) has been subject to a Sustainability Appraisal (SA). The purpose of the SA (incorporating Strategic Environmental Assessment (SEA)) was to ensure that environmental, social and economic considerations have been integrated into the preparation of the Twickenham AAP.

2.1.14 Equalities Impact Assessment

2.1.15 The TAAP has been subject to an Equalities Impact Assessment (EqIA) which assesses the likely impact of the plan on equalities issues. The EqIA has ensured that any necessary measures have been incorporated within the TAAP to address equalities issues and minimise any adverse impacts of proposals.

2.2 Context and Issues

2.2.1 This section is based on the evidence base, the policy background and previous consultation. For each land use there is a brief summary of the background, followed by the main issues to be addressed by the Plan.

2.2.2 Retail

2.2.3 Background

2.2.4 Twickenham is the largest of the four district centres of the borough, Richmond being a “Major Centre”. Compared to the UK average, in terms of food shopping (convenience), Twickenham is similar to the average, whereas the amount of non-food shopping (comparison) is below the average. The proximity of Richmond and Kingston means that Twickenham has significant competition, particularly for comparison shopping. Twickenham does nevertheless fulfil a range of local needs as well of those of visitors and the substantial workforce in the town. In recent years, Marks and Spencer (Simply Food) and Tesco have opened stores in the centre. There are interesting and specialist independents, especially in Church Street.

2.2.5 Twickenham differs from the average district centre in having a larger percentage of service uses such as cafes, restaurants, banks and estate agents, and a relatively smaller proportion of shops. Of the approximately 250 ground floor units, of these about half are retail, 23% cafés/restaurants, public houses or take-aways, 10% business, 7% other and 9% vacant. Approximately 30% of shops (outlets) are multiple retailers (fewer than the UK average). The vacancy rate in Twickenham in July 2011 was 8.3%, slightly lower than the average of 9% for the 5 main centres in the borough, and below the estimated national average of 15%. Long-term figures show a fluctuating vacancy rate over the last decade, which has increased in recent years. Although the vacancy rate is relatively low, residents have consistently expressed concerns over the quality and range of shopping and the large number of charity shops.

2.2.6 The presence of the Rugby Football Union creates significant visitor spending, which particularly benefits catering businesses, but can deter other shoppers on match days. Capacity studies by GVA Grimley in 2009 suggest limited quantitative need to provide retail floor space in Twickenham town centre. It forecasts negative capacity for food shopping and very limited capacity for non-food goods. The study recommended consolidation of the centre supported by environmental improvements and that existing space could be recycled via amalgamation to provide better quality space, which could generate renewed interest, rather than any substantial increase in retail floor space. Policies to protect retailing should be strictly applied to maintain a good balance of uses.

2.2.7 Planning policy within the Development Management Plan (DM TC 3) defines parts of town centres as Key and Secondary shopping frontages, where restrictions to changes of use from retail apply. In Key frontages loss of retail is not normally acceptable and in Secondary frontages greater flexibility is allowed to encourage an appropriate level of diversification. At present, around 67% of units in Twickenham’s Key shopping frontage are in shop use (2010), which is slightly below the average for the 5 main town centres; however, frontages would have contained non-shop uses when designated and the proportion has not changed significantly in the long term.

2.2.8 Consultation showed that residents and businesses had concerns about what was offered in the centre and how it was performing. Improving the retail environment would significantly assist with the overall regeneration of Twickenham

2.2.9 Key Issues for retail in Twickenham:

- There is a general need to upgrade the environment to attract more businesses into the area;
- Impact on businesses when rugby matches are on at the RFU - positive and negative - need to ensure that the town benefits from the influx of rugby spectators;
- The centre extends a long way to the West and there should be more of a retail focus in the town;
- There are some empty shops which should be filled;
- Whilst there is no need for a large amount of new retail floorspace, existing retail premises should be improved to meet modern day needs;
- It would be desirable to extend the successful Church Street format (ie small scale, specialist shops) further;
- Need to provide a more attractive and varied retail offer and this could include permanent or temporary markets.

2.2.10 **Employment and Economic Development**

2.2.11 **Background**

2.2.12 Twickenham is an important employment location with the Council and other offices in the centre and also significant employment in retail and service businesses. There is a small industrial estate along Heath Road. Just outside the Plan boundary is the Rugby Football Union complex, Harlequins, Richmond College and Greggs Bakery, all of which are significant employers. Also outside the boundary, but an important feature of the Thames riverside is Eel Pie Island, which is partly residential, and also contains a large number of small businesses, including river related industries such as boat building and repair. These greatly contribute to the character and interest of the working waterfront.

2.2.13 An employment land survey carried out for the Council by URS in 2009 showed that the borough is expected to continue to attract demand for new or good quality offices from both multi-national corporations and local occupiers owing to its good transport links and the area's residential attractiveness. Twickenham is one of the few district centres in Outer London where studies have indicated some demand for high quality office space, particularly for serviced offices (Garside/Ramidus study, Sept 2011). Borough-wide there is a lack of development sites capable of meeting the forecast demand for employment space and much of the existing supply of office premises does not meet demand from quality-sensitive occupiers, although this can be overcome to an extent through refurbishment providing higher quality premises. In Twickenham, Premier House and parts of Regal House are currently being

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refurbished but elsewhere in the town, many office premises are in need of refurbishment (and may be on the market but failing to attract new users) while others are unlikely to meet current occupier needs

2.2.14 Key Issues for Employment and Economic Development in Twickenham:

- There is a need to retain existing employment floorspace and encourage the provision of quality employment either through the redevelopment or refurbishment of existing space and to attract new types of employment uses to provide opportunities in the town;
- Some existing premises are out of date and could be upgraded both to improve their outward appearance and to meet modern needs;
- Other uses which employ people could also be encouraged to provide a range of employment opportunities - e.g. leisure, community or entertainment uses;
- Concern over night time anti-social behaviour;
- Potential to promote the town for inward investment.

2.2.15 Residential Uses

2.2.16 Background

2.2.17 Within the Plan area there is housing mainly in the form of flats above ground floor apart from some houses in the area to the South of Church Street. There is also a 70 bedroom student accommodation block for St Marys University in Grosvenor Road (70 bedrooms). Residential uses help to enliven the town centre, bring in additional spending and ensure that the area has activity throughout the day and evening. Within town centres residential development commonly forms part of a mixed use scheme, often helping to cross subsidise less profitable uses.

2.2.18 Key Issues for residential uses in Twickenham:

- New residential development should contribute to the regeneration of the centre;
- The infrastructure needs of new residents should be funded by the developer e.g. for affordable housing, education and health facilities and adequate provision made for amenity space and parking;
- Need for family housing on suitable sites in the centre.

2.2.19 Leisure, community and cultural uses

2.2.20 Education

2.2.21 **Background** - There are a large number of educational facilities in Twickenham for all ages. The St Marys CE Primary and St Mary's Day Nursery are within the Plan area. Just outside, and potentially available to Twickenham residents are St Mary's University, Richmond Adult College, Richmond College, Orleans Park School, St Catherines School and Radnor House. Amyand House (St John's Hospital) site in Strafford Road has been converted to another primary school and the Richmond

Adult College site in Clifden Road has been acquired for use as a secondary and primary school (Richmond Adult College are to move to its other section in Richmond town centre).

2.2.22 Health Facilities

2.2.23 Background - There are currently three GP surgeries, three private dentists and one NHS dentist within the plan area. Just outside the boundary but serving the centre is the NHS Practice at St John's Health Centre, Oak Lane and GP surgeries at York Medical Practice, the largest NHS practice in Twickenham.

2.2.24 Community Facilities

2.2.25 Background - These include Twickenham Police Station, St Mary's Church and the Church Hall and Windsor Room opposite, Twickenham Methodist Church, York House and the Heatham House youth centre.

2.2.26 Leisure/culture

2.2.27 Background - Within the town centre are the Twickenham Branch Lending library, Bu'sen Martial Arts and Fitness Centre, Curves Gym, Kinesis and the Twickenham Museum. Other leisure and entertainment can be found in the many pubs and restaurants within the town. Just outside the boundary but serving the town area are the Orleans House Gallery, Marble Hill House, Twickenham Rugby Ground, Harlequins Rugby Ground, Twickenham Rowing Club, Twickenham Sailing Club, Radnor Gardens and Strawberry Hill House.

2.2.28 Key Issues for Leisure, cultural and community uses in Twickenham:

- Wish for a non-drinking focused evening economy (e.g, cinema, arts centre, indoor leisure etc.);
- Perceived lack of entertainment and leisure facilities;
- Potential to attract visitors for tourism and to take advantage of the Olympics and Rugby World Cup;
- Need to ensure that adequate provision is made for cultural and community uses, and that developers of new schemes contribute to the infrastructure needs of their development, such as towards education and health (see section on implementation).

2.2.29 Transport, Parking and Servicing

2.2.30 Background

2.2.31 There are 10 bus routes, most of these are frequent services, which link Twickenham to Heathrow, Hounslow, Whitton, Richmond, Kew, Hammersmith, East Sheen, Teddington, Hampton Court, Kingston and Staines. Many of these run 24 hours a day. A total of 14 train services run in the am peak and 11 services in the pm peak from Twickenham railway station towards major destinations including

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London Waterloo, Reading and Windsor & Eton Riverside. The average Public Transport Accessibility Level (PTAL) score in Twickenham centre is 5, which represents a very high level of public transport accessibility.

2.2.32 The A316 runs to the north of the centre linking eastwards to Central London and westwards to the M3. The centre itself is a junction of north/south and east/west routes and is constrained in transport terms by the River Thames running to the south of the town. There is no crossing point to the Thames in Twickenham, the nearest road bridges are Kingston upstream and Richmond downstream. The A310 runs north-south through the centre, linking to the A316. The east-west route is the A305. Traffic flows through the centre are heavy during the morning and evening peaks, but quieter during the rest of the day. Around 85% traffic is through traffic in the morning peak.

2.2.33 Key Issues for Transport, Parking and Servicing in Twickenham:

- The dominance of vehicular traffic, which adversely impacts on the pedestrian environment;
- Busy bus stops that create congested footways and delays to other traffic;
- Poor pedestrian crossing provision, which combined with high levels of through traffic makes it difficult for pedestrians to move around the core retail area in King Street;
- Footway widths insufficient to accommodate existing levels of pedestrian activity;
- Some areas of on-street parking, which obscure forward visibility and obstruct pedestrian movement;
- Footways which are poorly surfaced and don't provide legible routes through the town centre;
- A lack of information on the approach to the town centre directing drivers to the most suitable car parks.

2.2.34 Constraints on pedestrian movement and lack of convenient and safe crossing locations with which to cross the road make Twickenham an unattractive place to visit, resulting in a negative impact on the economic vitality and health of the area.

2.2.35 The provision of car parking has been a matter of concern to both visitors and businesses and the Plan seeks to ensure that there is sufficient convenient parking to support the town as a retail and service centre both now and in the future. Public parking is provided within the town centre both on street (367 on street, 50 of these residents only bays, 13 of these for loading) and off street (675 spaces in four car parks). There is also a considerable level of business parking, for example at Regal House, available for employees and visitors.

2.2.36 The latest parking surveys do however show that there is capacity both on and off street. This means that in numerical terms there is sufficient provision, provided that the space is appropriately managed, although this will be kept under review. At the moment on-street parking is managed by the use of Community Parking Zones,

with priority given to residents and businesses and short stay visitors, and off-street parking is managed by pricing, which favours short-term parking (e.g. for users of shops and services) over long-term parking (such as commuters).

2.2.37 Although there is sufficient car parking to meet current demand, it will be necessary to address the following concerns expressed by users:

- the car parks are difficult for shoppers to find due to their locations and improved signage is required;
- there is a lack of convenient on-street car parking for people who want to have short visits to shops or services for a few items;
- the cost of parking deters some shoppers and provides an advantage to nearby competing out of centre stores

2.2.38 The Council has recently introduced 30 minutes free parking for Borough residents and is seeking to provide some short-term spaces that will be free to all to encourage local businesses. This will be looked at in Twickenham as part of the overall strategy.

2.2.39 With respect to servicing, at present this is carried out either from the rear – e.g. from Holly Road for the north side of King Street and from the service area behind York Street for parts of York Street and Church Street and sometimes from the front e.g. to parts of London Road and south King Street. Large stores such as Waitrose have their own service area. There are 13 servicing bays within the Plan area. There is a need to ensure that any changes to road layout takes account of servicing needs and where possible and necessary enhances provision.

2.2.40 The Environment

2.2.41 Background

2.2.42 Much of Twickenham is of historic interest and the area around Church Street, Twickenham Riverside and St Mary's Church is within a conservation area. Many of the buildings are Listed or Buildings of Townscape Merit. There are Victorian and Edwardian buildings lining York Street and parts of London Road and Heath Road. There are many attractive buildings and shop fronts; however, there is potential to make more of this heritage and improve some of the buildings and shop fronts. There are already large areas of parkland and other open areas within the town at York House Gardens, Twickenham Riverside and Holly Road and Garfield Road parks, with potential for the creation of new public open areas beside the River Crane and at Twickenham Riverside. The area is unusual in having two riversides beside the Thames and Crane, which provide further visual interest and are part of wider river corridors. In the case of the Thames this is part of the long distance National Trail reaching upstream to Oxfordshire and downstream to the Thames barrier. The Crane corridor links to a system of riverside walks and parks downstream via the Duke of Northumberland River, the Thames at Isleworth and upstream to Hounslow Heath and the extensive green chain beyond through Hounslow and Hillingdon to Harrow. This network is being developed further as the West London Green Chain.

Adopted Twickenham Area Action Plan

2.2.43 Key Issues for the Environment in Twickenham:

- More focus needed on cultural and historical identity of Twickenham;
- Need to make more of both rivers, currently quite hidden;
- Opportunity for a new and enhanced link between the River Crane corridor and Twickenham;
- Poor quality of some public areas and lack of a town square;
- Need for cohesive street scene design that connects different features and key sites of the town;
- Need for more attractive shop-fronts and consistent design; enhanced shop-fronts would enhance the street scene;
- King Street needs to be cleared of clutter and untidy signs;
- Need for landscaping (e.g. outside Police station) and improvements to existing and potential open areas and to take the opportunity to provide green infrastructure and soft landscaping throughout the town where possible

Policy TWP SD 1

Policy for Presumption in favour of sustainable development

When considering development proposals the Council will take a positive approach that has regard to the presumption in favour of sustainable development contained in the National Planning Policy Framework.

Planning applications that accord with the policies in this Action Area Plan, the Core Strategy and, where relevant, with other adopted Development Plan Documents, will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- **Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or**
- **Specific policies in that Framework indicate that development should be restricted.**

The Council will always work pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Justification

It is national policy that local plans follow the approach of the presumption in favour of sustainable development set out in the National Planning Policy Framework and that policies guide how this presumption should be applied locally. The Council considers that its policies set out in this Plan, together with those in the London Plan, the Core Strategy and other Development Plan Documents will achieve sustainable development as sought by the National Planning Policy Framework. The policies are intended to enable the advancement of opportunities to meet the development needs of the Borough and are drafted so as to have sufficient flexibility to adapt to change. The National Planning Policy Framework will be a material consideration in all planning decisions, particularly where there are no policies relevant to a planning application or where policies may be out of date.

3 Vision, Objectives and Strategy

3.0.1 The vision for Twickenham has been developed through consultation, including the [Barefoot Consultation](#) in July 2010, the [Twickenham Conference](#) in October 2010, the [All in One Householder survey](#) undertaken in November/December 2010 and the [All in One business survey](#) undertaken in January/February 2011.

3.1 Vision

3.1.1 The Vision for Twickenham is as follows

3.1.2 "Twickenham will be a high quality town centre serving local residents, workers and visitors – a destination of choice with a unique sense of place. The town will meet modern requirements and have a strong local economy whilst making the most of its distinctive heritage, open spaces and riverside."

3.1.3 The vision is based on five key themes:

- Revitalising the High Street - improving the retail and food and beverage offer of the town centre, making the most of the presence of the rugby spectators;
- Enhancing the leisure, entertainment and cultural offer - improving the range and quality of attractions, which will bring people into the town centre;
- Developing a vibrant evening economy - making the town centre a more attractive place at all times of the day and evening for people of all ages;
- Improving the public realm and reducing the impact of traffic- creating an attractive and safe place which people will enjoy visiting;
- Protecting, enhancing and making the most of the character of the centres built and open environment, including the Thames and Crane riversides and associated river related activities and Twickenham working waterfront.

3.2 Overall Objectives

3.2.1 The overall objectives for the TAAP, which were supported during consultation, and have underpinned the development of the TAAP are as follows:

- Stimulate economic development generally and particularly leisure and tourism, business services and preserve and enhance creative riverside industries.
- Create a stronger retail centre with a more concentrated primary shopping area.
- Look beyond retail to provide an extended range of activities to attract more people.
- Make the most of the benefits and minimise any adverse impacts of rugby on the town.
- Create well connected clusters of activity based on the key opportunity areas.
- Reduce the impact of motorised traffic, improve parking and public transport arrangements including the use of the river and the pedestrian environment.
- Enliven and make the most of both the Thames and the Crane riversides and reconnect them to the town centre with wider links up- and downstream.

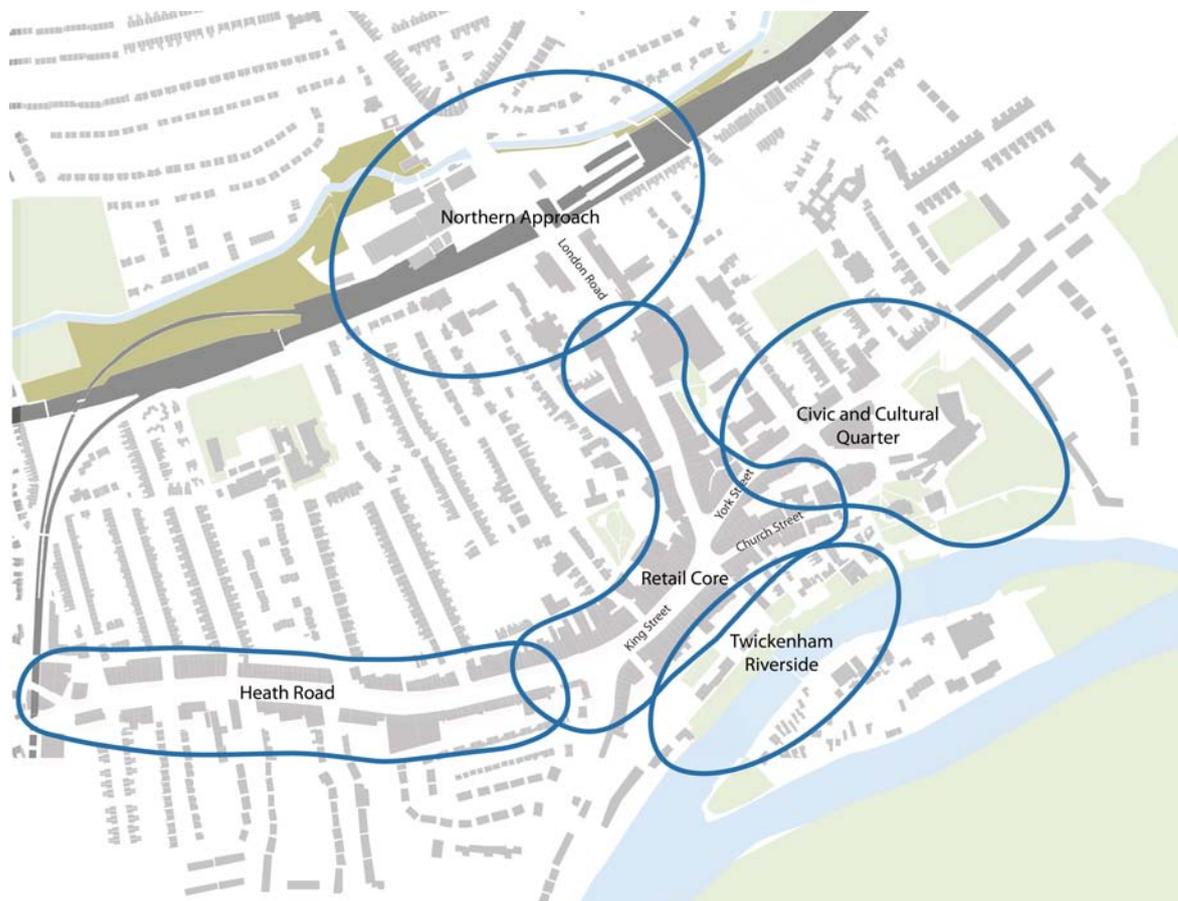
- Bring forward vacant and derelict sites to achieve a high quality of development and mix of uses.
- Enhance the character and distinctiveness of the town to create a unique destination with high quality public spaces.
- Guide the design and development principles on key sites or areas by the production of design briefs in parallel with the AAP.

3.3 Opportunity Areas

3.3.1 To better understand the potential for change, five key opportunity areas have been identified which reflect the varied character and functions of the town centre. The opportunity areas are identified in Map 3.1 and comprise:

- Northern Approach – comprising the Royal Mail Sorting Office, Twickenham Station and Yard, Heatham House and Regal House, together with the River Crane and wider links;
- King Street/York Street/London Road/Church Street – the main focus of retail activity;
- Twickenham Riverside and Embankment – the River Thames frontage, the working waterfront, heritage buildings and their settings, and key connections including Twickenham Riverside site and wider links to the open areas up and down the Thames, including by boat;
- Civic and Cultural Quarter – the area focused on the Civic Centre, York House and Gardens, the Mary Wallace Theatre, Twickenham Museum and Library;
- Heath Road - the western end of the town centre with a range of retail, commercial and business uses.

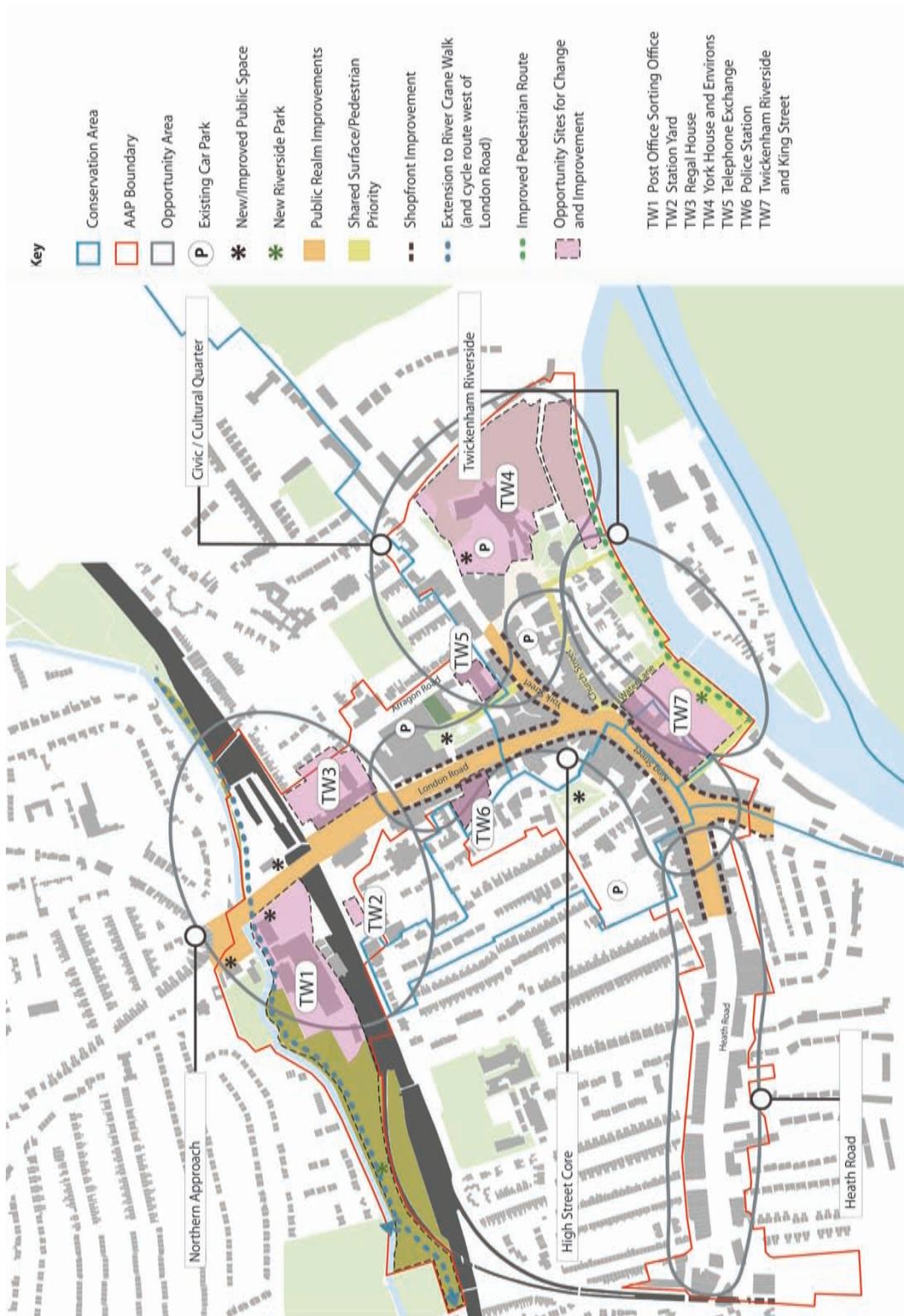
Map 3.1 Opportunity Areas



3.3.2 The AAP seeks to enhance the distinctiveness of these opportunity areas and create stronger zones of activity, which will add to the diversity of the town centre and create new attractions. The objective is to enhance the town centre with a strengthened retail, entertainment and cultural offer, which builds on its assets - a destination of choice which meets the needs of local residents and businesses and attracts a larger number of visitors.

3.4 Spatial Strategy

Map 3.2 The Spatial Strategy



3.4.1 The Spatial Strategy

3.4.2 The Spatial Strategy provides the framework for future development and change in the town centre. The Spatial Strategy is illustrated in Figure 3.2. It is based on the five opportunity areas identified in the Vision. These areas are inter-linked and contain complementary facilities and land uses. The aims for each area will be:

- **Northern Approach** - the creation of an attractive entrance into the town centre with a new station, enhanced public realm and comprehensive mixed use development of key opportunity sites and enhancing the environmental and community value of the River Crane corridor.
- **Retail Core** - the creation of a more concentrated primary shopping area focused on King Street, Church Street, York Street and London Road with enhancement of retail frontages, improvements to the shopping environment and extended range and quality of retail offer.
- **Civic and Cultural Quarter** - the creation of an extended Cultural Quarter focused on the increased use of York House as a cultural/ arts centre and new cultural and arts provision in Garfield Road.
- **Twickenham Riverside** - enhancement of the new public park on the site of the swimming pool and of public spaces on the Embankment (upstream of Water Lane), making the most of the unique waterfront and strengthening of the retail offer on the corner of King Street/Water Lane.
- **Heath Road** - continued enhancement of the environment of Heath Road and reinforcing its role as a specialist retail and business area.

3.4.3 The Spatial Strategy is based on the following underlying principles:

- Promotion of balanced mixed use development to include retail, leisure, business and residential uses;
- High quality design and townscape improvements which respect the character of Twickenham
- Reducing the impact of through traffic on pedestrian and cycle movement and the environment and create good pedestrian connectivity between the key opportunity areas;
- Reconnecting the town centre with the riversides along the Thames and the Crane;
- Consolidating and enhancing of the core town centre retail offer with a more concentrated primary shopping area on London Road, King Street and Church Street and the development of a specialist retail zone on Heath Road;
- Creation of a strong entrance to the town centre through the development of the Northern approach to deliver new station and transport interchange facilities, high quality mixed use development and public realm improvements;
- Creation of an extended Cultural Quarter based on York House;
- Enhancement of the Thames riverside and encouragement and retention of existing river related and leisure uses, improving the infrastructure of the unique working waterfront and views to it, and improved linkages to the open areas up and down the river;

- Protection and enhancement of heritage assets and their settings;
- Provision of improved community facilities;
- Creation of new public spaces on the Riverside and in the Northern Approach;
- Extension of the River Crane walk/cycle way and the network of green spaces.

3.4.4 Further details of the transportation, environmental improvement and land use principles and policies which underpin the Spatial Strategy are set out in the next chapters.

4 Transportation

4.1 Transportation Proposals

4.1.1 Transport Strategy

4.1.2 Critical to realising the vision for Twickenham town centre is the need to address transport and movement in a comprehensive way. The focus is on the creation of an improved and accessible pedestrian environment in the retail core and improved links to it. The Transport Strategy underlies the Spatial Strategy supporting the enhancement of the town centre through a phased programme of improvements and traffic management. This Plan should be read in conjunction with adopted Core Strategy policy CP5 and the Development Management Plan policies TP1-9 inclusive.

4.1.3 During consultation there was considerable local support for reducing the dominance of traffic in favour of the pedestrian environment. This will need to be carried out in a careful way, balancing the needs of the pedestrians and retail environment against the wider needs of residents' accessibility and the needs of car-borne visitors to the town as well as impacts on various modes of transport and the wider transport network. A detailed traffic scheme for the town centre was put forward for public consultation in 2012 at the same time as the Publication consultation for the TAAP. This was subject to modelling and discussion with Transport for London.

4.1.4 A key aim of the transport strategy is to improve walking routes, which in turn will encourage local residents to make greater use of facilities within the town centre and so reduce their need to travel. This will support more sustainable travel patterns from existing residential and retail areas but also from any new development at identified sites in and around the town centre.

4.1.5 The general principles underpinning the Transport Strategy include:

Principles 1

Principles for Transport

- Ensure motor vehicles can access the centre conveniently whilst reducing its dominance in favour of the pedestrian, to improve the ambiance of the retail area and civic space;
- Widen footways where possible to ease pedestrian overcrowding and provide new areas for seating and landscaping improvements in appropriate locations. Footways to be resurfaced where necessary to create consistent and legible walking routes;
- Extension of shared surface treatment along Water Lane/Twickenham Embankment (upstream of Water Lane)/Wharf Lane and Garfield Road, to create a more pedestrian friendly space;
- Improved pedestrian links between Grosvenor Road/London Road; Holly Road/King Street; River Crane up- and downstream, River Thames up- and downstream and on larger sites where opportunities arise;
- To improve interchange between all forms of transport, so that journeys can be seamless;
- Remove all unnecessary/redundant street furniture including guard railing, signage, cycle racks, planters, telephone boxes and information/advertising signs;
- Ensure that bus travel through and to the centre is convenient, with well-designed and located accessible bus stops with an improved waiting environment and real time information to be included where feasible;
- To provide safe and convenient access to and through the centre for cyclists and enhance cycle parking;
- Provide and promote new walking and cycling links upstream of the station and walking routes downstream along the Crane corridor to create a new green link from Twickenham town centre and the station to St Margaret's, Whitton, Heathfield, West Twickenham and Hanworth and take the opportunity to enhance biodiversity and green infrastructure within the town;
- Ensure servicing facilities are convenient, safely positioned and properly used (this may in some parts of the centre include servicing from the front of the premises);
- Ensure that off-street parking is sufficient, well-signed and easily accessible and reduce on-street parking from Twickenham Embankment (upstream of Water Lane) to allow for an improved riverside environment;
- For street furniture and soft landscaping, see Environmental Improvement objectives.

4.2 Public Transport and Interchange

4.2.1 Twickenham is very well served by bus and train routes. The proposals aim to maintain this accessible network and secure improvements in waiting and interchange facilities. This will be achieved by ensuring buses are able to access the town centre stops without being significantly delayed by other traffic and making provision for good interchange between bus/bus and bus/rail services. Specific proposals include improving the station for users, pavement widening including by bus stops close to the station and improving the crossing by the station to further enhance bus/rail/pedestrian interchange.

4.3 Cycling

4.3.1 The Transport Strategy maintains cycle routes throughout the town and cyclists will benefit from reduced traffic levels within London Road, King Street and York Street. The existing quiet route via Twickenham Embankment will be retained. All routes will be supported with appropriate levels of signage.

4.3.2 The widened footways will allow new cycle parking facilities to be introduced, which will provide locations for more convenient access to town centre facilities. The River Crane cycle/walking route will provide an improved green link from the station and town centre to St Margaret's, Whitton, Heathfield, west Twickenham and Hanworth, as well as providing links to the London LOOP, the River Thames Walks and the 30km of green corridor upstream along the River Crane for local people and visitors.

4.4 Pedestrian Environment

4.4.1 The Strategy is to create new and improve existing pedestrian routes as well as to improve the quality of the pedestrian environment. New routes will be created alongside the River Crane (see para 4.3.2), on the former Sorting Office and Station sites, linking to open areas and other pedestrian routes up- and downstream. Existing pedestrian routes will be improved, such as the link through Garfield Road Park between the station and York Street, the link between Holly Road Car park and King Street and the route from King street to the Embankment via Water Lane and Wharf Lane. On larger sites the creation of public routes through is encouraged.

4.4.2 Pedestrians will experience a step change in the quality of the walking environment through the town centre with widening footways and improved pedestrian crossings supported by new street furniture, pedestrian friendly lighting and a comprehensive scheme of signs and interpretation/information panels where appropriate.

4.4.3 Associated environmental improvements will create a distinctive town centre that emphasises local landmarks and creates places where people want to spend time. These schemes will utilise an appropriate materials palette, supported by tree planting where feasible. Principles within the Boroughs Street Design Guide (2006) will be followed.

4.5 Parking

4.5.1 Parking Principles

4.5.2 The overall principles of parking policy in Twickenham are:

Principles 2

Principles for Parking

- A redevelopment of Station Yard to include public car parking if required to replace parking lost as a result of town centre improvements;
- Off-street car parks to be retained and managed to make the best use of existing space, with pricing to favour short term parking;
- All public car parks to be signed by variable message signage to ensure that users are aware of the car parks and whether there is space (as part of new overall signing scheme for Twickenham);
- Opportunities will be sought to increase short-term on-street car parking through the removal of waiting restrictions where feasible;
- On-street parking on Twickenham Embankment will be reviewed to allow for environmental improvements to the Embankment. The need to provide parking for the residents and businesses on Eel Pie Island will be taken into account. Disabled bays and short-term servicing will be safeguarded;
- There may need to be some re-provision of on-street parking from Water Lane, Wharf Lane and Garfield Road to allow for creation of civic space, environmental improvements and shared surface (apart from disabled bays and parking for short term servicing);
- On-street parking on London Road to be re-provided as spaces for times of peak demand, on wider pavement as part of pedestrian priority scheme;
- Pedestrian routes between car parks and the town centre to be upgraded where necessary;
- New development to provide sufficient parking to avoid adverse impact on on-street parking, in line with Development Management Plan policy DM TP 8.

4.5.3 The Council will keep under review the availability of parking in the town centre and if demand rises seek to expand car parking in the town centre, including a new car park at Station Yard, making arrangements for public use of private parking space at weekends, and/or develop a park and ride service.

4.6 Servicing

4.6.1 Servicing Principles

4.6.2 The following principles will be followed:

Principles 3

Principles for Servicing

- Existing rear service areas to be retained unless equivalent alternative arrangements can be provided;
- Existing service bays or on-street servicing spaces to be retained or replaced with adequate, convenient and safe alternative arrangements; this can include shared areas;
- Any new developments to have adequate, convenient and safe servicing arrangements in line with the Council's SPD on Transport Standards;
- Ensure adequate access and servicing arrangements for the residents and businesses on Eel Pie Island;
- Servicing hours to be controlled where necessary for safety or amenity reasons.

5 Environmental Improvements

5.0.1 Environmental Improvement Principles

Map 5.1 Environmental Improvement Principles



5.0.2 Twickenham has many attractive buildings, areas and open spaces, but parts of the centre need to be upgraded to build on these unique assets. The aim is to protect and restore features of the existing built and natural environment, which have historical, architectural or amenity value and ensure new development and other changes positively enhance the centre. The following principles will be applied:

Principles 4

Principles for Environmental Improvements

- Conserve and enhance historic buildings and their settings, and open spaces in line with adopted Policy;
- Protect and enhance the River Thames and River Crane corridors and reconnect them with wider links up and down stream;
- Enhance the open spaces of the Crane Corridor and manage them for environmental benefit as well as community use, including the creation of more natural riverbanks where feasible;
- Ensure that all new developments, environmental and transport improvements are designed to be sustainable;
- Ensure that new development positively enhances the town centre, and provide design briefs or guidance for key sites;
- Ensure that all new development, transport proposals and environmental improvements enhance accessibility for disabled people;
- Ensure that new transport proposals positively enhance the street scene (see above);
- Upgrade the existing public open spaces and Civic Spaces and create new Civic Space within the town and improve links between these and to key parts of the centre and to take the opportunity to provide green infrastructure and soft landscaping throughout the town where possible;

Existing and potential new open areas

Type of space	Upgrade existing	Create new
Public Open Space	Garfield Road, York House Gardens, Champions Wharf, green space on Twickenham Riverside (upstream of Water Lane) and Holly Road Garden of Rest	Riverside walk/cycle way and park by River Crane within Sorting Office site and beside station, open soft areas at Twickenham Riverside (former pool site)
Civic Space	Station Forecourt, York House Car Park	Station plaza, open area outside Sorting Office redevelopment, Former Road outside York House, King Street/Water Lane Junction, open hard areas at Twickenham Embankment)

- Encourage the improvement of shop fronts in line with the Shop Front SPD and encourage owners to keep their upper floors and private forecourts in good repair;
- All unnecessary/redundant street furniture to be removed, reduced, relocated or replaced (including guard railing, signage, cycle racks, planters, telephone boxes and information/ advertising signs) and provide new, well designed

street furniture, coordinated signage for all modes, improved surfacing, lighting and soft landscaping where needed. The Borough's Street Design Guide (2006) will be used for guidance.

Lighting

5.0.3 Improved lighting will be installed throughout the town. This will include both street lighting and feature lighting, and this will be designed as a whole. Already new lighting has been installed in Heath Road and on part of Twickenham Embankment as part of improvement schemes. This will be continued elsewhere in the town. Designs may vary; however, the following general principles will apply:

Principles 5

Principles for Lighting

- Street lighting will be designed to create a safe and attractive environment for drivers, cyclists and pedestrians;
- Street columns should be designed to complement the character of the area and could be designed to hold advertising (in commercial streets), flower baskets or flags to allow for promotion of the town and events;
- Street lighting may be fixed to buildings if appropriate and if lighting is already attached to buildings retaining this approach will be considered for any replacement lighting;
- Feature lighting which includes architectural lighting of buildings and structures such as bridges or street furniture, as well as the lighting of trees or across streets, will be encouraged where this could highlight an attractive building, create an entrance to the town, enhance safety or security or encourage the evening economy;
- Energy efficient and smart lighting technologies, which minimise glare, create a better spread and focus and have less impact on the environment and biodiversity, will be encouraged.

See also transport section for improvements to the pedestrian environment.

6 Land Use Policies

6.0.1 Land Use Principles

6.0.2 The focus of the Plan is to improve Twickenham as a retail centre but it also provides for a wider range of community, leisure and entertainment facilities, which would attract more people to the town centre and a higher level of expenditure and

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retailer representation. Policies from the adopted Core Strategy and Development Management Plan are applicable to Twickenham and for some land uses these will be sufficient. For other land uses new policies, specific to Twickenham, are needed.

6.1 Retail

6.1.1 Policy Approach - The Plan seeks to improve the range and quality of the retail offer and create an attractive town centre, which will encourage more people to shop in Twickenham. At the present time the retail offer is very spread out and there is a lack of a clear focus for retail activity. Evidence shows that there will be limited demand for additional retail floorspace within the Plan period of 15 years, so the focus will be on improving the quality of the existing offer and providing for a limited number of smaller units and other retail opportunities such as permanent or temporary markets rather than proposing large new retail units. The Spatial Strategy provides the framework for a more concentrated primary shopping area and the creation of specialist retail zones. A number of zones are proposed:

- Core Retail Zone - the heart of the town focused around the junction of King Street, York Street and London Road including the specialist retail area on Church Street, which could be extended into Water Lane;
- Food and beverage and convenience retail between London Road and York Street;
- Household Goods and DIY on Heath Road.

6.1.2 Planning policy within the Development Management Plan (DM TC 3) defines parts of town centres as Key and Secondary Shopping Frontages where restrictions to changes of use from retail apply. In Key Frontages loss of retail is not normally acceptable and in Secondary Frontages greater flexibility is allowed to encourage an appropriate level of diversification. At present around 67% of units in Twickenham's Key Shopping Frontage are in A1 (shop) use (2010) which is slightly below the average for the 5 main town centres. It is intended to continue to operate DM TC 3 and not to vary the frontage designations as these were only recently reviewed when the Development Management Plan was produced. This will ensure that the retail area is consolidated.

Policy TWP 1

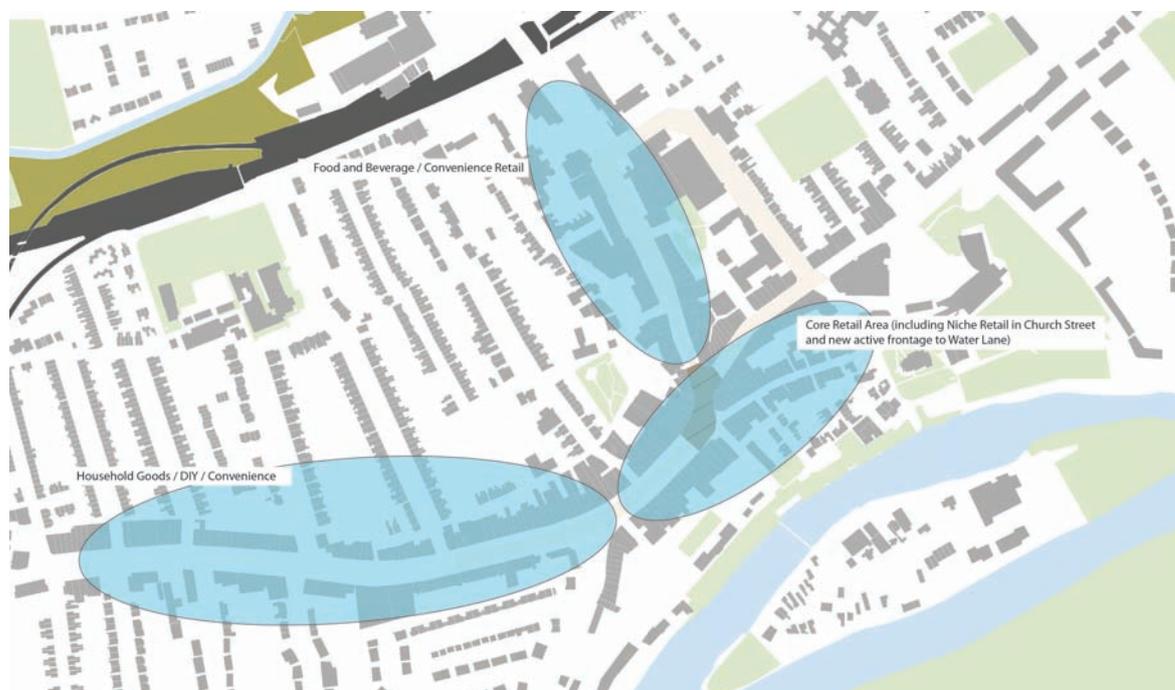
Policy for Retail Development in Twickenham

The Council will seek to enhance retailing in the town centre through supporting proposals which either enhance the specialist role of Twickenham by providing a limited number of small retail units within the retail core or provide for the expansion or upgrading of existing units to meet modern needs. Retailing proposals outside the designated frontages will not normally be acceptable. Permanent and temporary markets will be encouraged in suitable locations where they will enhance the town centre offer.

Justification

Rather than a major increase in retail floor space, which would not be justified within the Plan period, the focus will be on consolidating and supporting the main retail core and the specialist areas, by continuing to protect Key Frontages in retail use and encouraging small new specialist units, in appropriate locations to extend the retail offer. The upgrading of existing shopping will be welcomed, e.g. to create suitable size units for modern needs, to enhance or improve the outer appearance at ground and upper levels, to provide more active frontage by visually opening up to the street, to improve disabled access or servicing arrangements, and internal upgrades and modernisation to allow the business to run more effectively in the future. The provision of markets, whether permanent or temporary, full or part time can increase the variety of activity and retail offer in a centre, but they need to be appropriately located to attract footfall, enhance the centre and not detract from existing businesses. Relevant town centre and retail policies within the Core Strategy and Development Management Plan will also apply.

Map 6.1 Retail Strategy



6.2 Employment and Economic Development

6.2.1 The creation of new employment opportunities is a key objective of the Economic Strategy. The Action Plan proposes new employment floor space as part of mixed use development schemes and the retention and enhancement of existing employment uses to meet modern day needs, in line with recommendations made by URS in 2009 as part of a borough-wide employment land supply study, and findings of a report by Garside/Ramidus in 2011 on the new types of employment premises likely to be needed in South London in the Plan period of 15 years.

6.2.2 New employment uses are proposed as part of mixed use schemes or as options within this plan specifically on the following sites

- TW 1 – Former Sorting Office (as part of mix of uses)
- TW 4 – Regal House (upgrade existing)
- TW 5 – Telephone Exchange (as part of mix of uses)
- TW 6 – Police Station (as part of mix of uses)

6.2.3 Although employment uses are generally considered to be within offices or light industry, a considerable number of people would be employed in some of the other uses proposed, such as retail or leisure.

Policy TWP 2

Policy for Employment in Twickenham

The Council will

- Continue to ensure the retention of the existing supply of office floor space in order to meet the forecast demand
- Continue to operate policies in Twickenham to protect and encourage new high quality office and industrial premises as set out in policies CP 19 and DM EM 2
- Retain existing B2/B8 employment land unless it is inherently unsuitable for employment uses or where appropriate permit a change of use to B1 or B1/mixed uses
- Continue to support and encourage proposals for the refurbishment of existing employment premises and to upgrade both their external appearance and internally to meet modern day requirements
- Consider proposals to bring unsuitable or under-utilised office space above shops into residential use
- The intensification of office floor space if existing employment sites are redeveloped will be encouraged in line with policies CP19 and DM EM1, subject to local character.

Justification

This policy continues to support the retention of land and premises in employment and seeks to encourage owners to create new or upgrade existing premises to improve their outer appearance where necessary and modernise the interiors to meet future requirements. Redevelopments may involve the creation of a mixed use scheme, where the quantum of space in employment use should be retained or increased – see also Core Policy CP 19 and Development Management Plan Policy DM EM1. The policy allows change of use including to residential (subject to DM EM2) where space is vacant, underutilised and unsuitable for modern needs. Relevant town centre, employment and environmental policies within the Core Strategy and Development Management Plan will also apply. River related industries are already protected under Core Policy CP11.

Policy TWP 3

Policy for Economic Development in Twickenham

The Council will work in partnership to expand the local economy through:

- **Investigation of the potential for a Business Improvement District;**
- **Promotion of the centre and riverside to residents and visitors;**
- **Encouraging new retailers and other businesses;**
- **Supporting new development (including residential) which will bring investment and economic growth to the town centre;**
- **Implementing the environmental and transport proposals of the AAP.**

Justification

The Council supports a range of town centre management initiatives including events and festivals, Christmas lights and street markets, leaflets and publicity material including the Visit Richmond website, which have encouraged local people and visitors to the centre. There have also been inward investment initiatives including a Borough pack and a Twickenham Town centre pack to encourage new retailers and other businesses to locate in the centre. The Council is committed to the promotion of tourism and in Twickenham will continue to encourage use of the river and its environs by supporting the use of the towpath, the adjoining parks and open spaces and preserving and enhancing the historic and working waterfront, together with better co-ordination and marketing of the historic houses along and in proximity to the River Thames. These initiatives will be complemented through the environmental and transport proposals of the Plan.

6.3 Residential

6.3.1 Policy Approach

6.3.2 National Planning Policy Framework promotes residential uses in town centres as part of the development of sustainable communities. The AAP allows for new residential development, including affordable housing, as part of mixed use development schemes, particularly in the Northern Approach given its excellent access to public transport. New residential development is proposed within this Plan specifically on the following sites as part of mixed use schemes:

- TW 1 – Former Sorting Office
- TW 2 – Station Yard
- TW 5 – Telephone Exchange
- TW 6 – Police Station
- TW 7 – Twickenham Riverside (area abutting Water Lane)

6.3.3 See proposal site descriptions for details. There will also be additional residential provision coming forward through development above shops, conversions etc. All residential uses to be developed in line with policies in the Core Strategy, the Development Management Plan and relevant design guidance. On TW1, the Twickenham Station and Surroundings SPD also applies. The AAP varies policy DM DC 3 for site TW1, see under the proposal site descriptions. Family housing will be expected on sites such as the north part of Twickenham Station, and the west part of the Former Sorting Office. In the most central locations, where family housing is less appropriate, a higher percentage of small units in private sector development will be expected, in line with policies CP14 and DM HO4. Relevant policies for residential development are listed below. It is considered that these policies are sufficient for Twickenham and no additional policy is included within the AAP.

6.3.4 Refer also to Core Policies - CP 14 Housing, CP 15 Affordable Housing, Development Management Policies - DM HO 1 Existing Housing, DM HO 4 Housing Mix and Standards.

6.4 Leisure, Community and Cultural Uses

6.4.1 The provision of a mix of uses is essential to create a vibrant and successful town centre. The AAP promotes a balance of leisure, community and cultural uses to create a more inclusive town centre which is attractive to all ages and sectors of the community. Such uses could include a cinema. These uses are already covered by policies within the Core Strategy and Development Management Plan, detailed below. It is considered that these policies are sufficient for Twickenham and no additional policy is proposed for these uses. Leisure and community uses are proposed on the following sites as part of mixed use schemes

- TW 1 – Former Sorting Office
- TW 4 - York House and surroundings
- TW 7 – Twickenham Riverside (area abutting Water Lane)

6.4.2 Any changes to leisure and cultural facilities will be subject to Core Policies CP 16 (Local Services and Infrastructure), CP 17 (Health and Well Being), and Development Management Plan Policies DM SI (New Social Infrastructure Provision) and DM SI2 (Loss of Social Infrastructure Provision). Any changes to community facilities will be subject to policies Core Policies CP 16, and Development Management Policies DM SI1 and DM SI2 (details as before).

6.4.3 Education

6.4.4 Any new development within the Plan area will be expected to financially contribute towards the provision of school places to meet the needs of new residents within that development, in line with CP18. Any new educational development will be subject to Core Policy CP 18 (Education and Training).

6.4.5 Health Facilities

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6.4.6 Any new development within the Plan area will be expected to financially contribute towards the provision of health facilities to meet the needs of new residents. Any new health development will be subject to Core Policy CP 17, and Development Management Policies DM SI1 and DM SI2 (details above).

6.5 Open Areas

6.5.1 Policy approach

6.5.2 The many open spaces and rivers within Twickenham are protected by a number of existing policies. The policies are as follows: Core Policies - CP10 Open Land and Parks, CP11 River Thames Corridor, CP12 River Crane Corridor; Development Management Policies - DM OS 2 Metropolitan Open Land, DM OS 3 Other Open Land of Townscape Importance, DM OS 4 Historic Parks, Gardens and Landscapes, DM OS 6 Public Open Space, DM OS 11 Thames Policy Area and DM OS 12 Riverside Uses. It is considered that these policies are sufficient for Twickenham and no additional policy is included within the AAP.

6.5.3 The Council will upgrade existing open spaces and promote new public open space in the town centre on the Twickenham Riverside site and along the Crane Valley on the former Sorting Office site and the Twickenham Station site, including a new walking/cycling route, which will provide access to the town. It will promote new and enhanced linkages between riverside open spaces from Twickenham Riverside to Marble Hill alongside the Thames, and promote a comprehensive approach to their management as part of a new riverside park. Opportunities will be taken to improve biodiversity.

6.6 Sustainability

6.6.1 New development in Twickenham will be subject to a number of existing policies with respect to sustainability matters within the Core Strategy and the Development Management Plan, particularly (but not exclusively) CP1, 2 and 3 and DM SD1, 2, 3, 4, 7, 9 and 10. It is considered that these policies are sufficient for Twickenham and no additional policy is proposed. The AAP has been subject to a Sustainability Appraisal.

6.7 Design and Accessibility

6.7.1 New development and schemes in Twickenham will be subject to a number of existing policies within the Core Strategy and Development Management Plan as well as local, regional and national guidance with respect to design and access for all.

6.8 Transport, Parking and Servicing

6.8.1 Proposals and principles for transport, parking and servicing are set out in Chapter 5. The policies to be applied to new development are as follows:

6.8.2 Transport proposals and new development will be subject to Core Policy CP 5, and Development Management Policies - DM TP1, DM TP2, DM TP3, DM TP4, DM TP5, DM TP6, DM TP7, DM TP8 and DM TP9 with respect to transport, parking and servicing matters. All new development will be expected to contribute to transport, parking and servicing to meet the needs of the new users.

7 Area Specific Proposals

7.1 Introduction to Area Specific Proposals

7.1.1 The following sections set out the proposals for each of the sectors and include site specific proposals, transport/parking changes and environmental improvements. Note that the sectors are approximate areas and there is some overlap. Where actions refer to more than one area there will be cross references.

7.2 Northern Approach

7.2.1 Description

Map 7.1 Northern Approach



7.2.1.1 The area to the north of the town around the station, comprising Heatham House and grounds, the former Royal Mail Sorting Office site, Station Yard (car parking and bus parking areas), Twickenham Station and Regal House).

7.2.2 General Principles for Northern Approach

7.2.2.1 A comprehensive approach to development and public realm improvements is required to create a high quality entrance into the town centre. The aim is to:

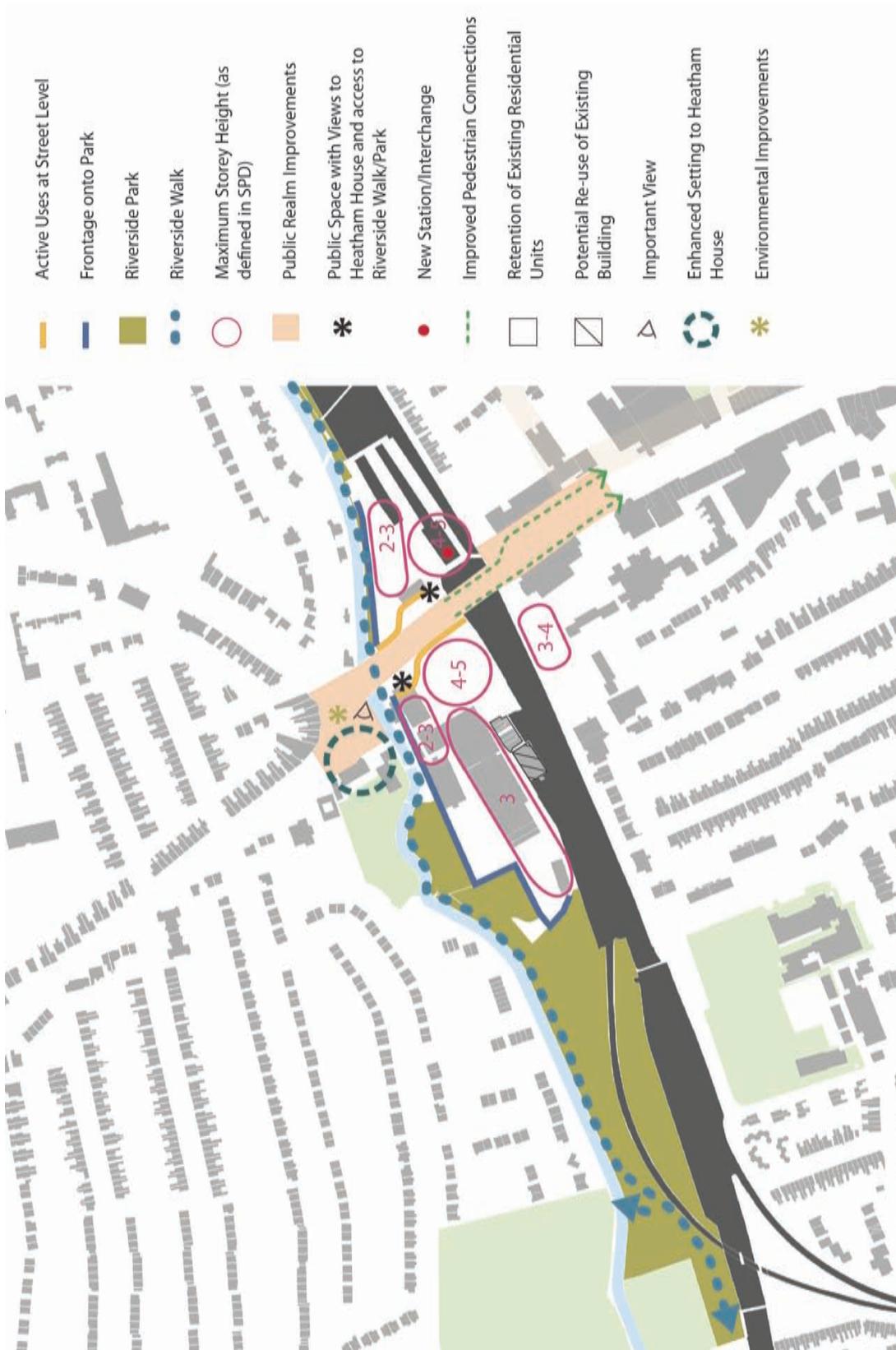
- Create a well designed and welcoming entrance to the town which will be a destination in its own right as well as linking well with the rest of the centre.

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- Create a piazza in front of the station and sorting office, which will open up views to Heatham House and provide an attractive urban gathering space.
- Redevelop key sites including the station, which should assist in the regeneration of the town and provide uses and facilities which enhance the area and bring local benefits.
- Enhance the Crane corridor for environmental and community benefits as well as creating a new route and providing, public access to open areas alongside the River Crane which will link the town to a much larger east/west linear park.

7.2.2.2 General principles are shown below, but see also details on how this will be applied on site TW3.

Map 7.2 Northern Approach Principles



7.2.3 Transport Proposals in Northern Approach

7.2.3.1 Key transport proposals in the Northern Approach may be summarised as follows:

- Interchange and arrival - redevelopment of the station will provide an upgraded, accessible station and improved interchange facilities;
- Cyclists - new route alongside River Crane (pedestrians and cyclists) upstream of the Station. Cycle parking at the Station to be increased as part of redevelopment and new cycle parking is under construction at Arragon Road;
- Pedestrians - improved station forecourt, improved links to town centre. New route alongside River Crane (pedestrians and cyclists) west of London Road, new route alongside River Crane east of London Road by the Station allowing a link to be made to Moormead Park. New route under London Road, including links for rugby at RFU and for College and Harlequins to River Crane Path. Provide a better pedestrian route to the college and waiting environment at the northbound bus stop, improvements to disabled access;
- Improvement to pedestrian crossing facilities at the Whitton Road and Arragon Road junctions with London Road. Increase crossings widths, widen footways and re-time traffic signals to enhance pedestrian priority at junctions;
- Removal of street clutter and barriers;
- Improved signage throughout including signage for centre car parks showing availability of space;
- All interventions to take account of conditions on rugby days.

7.2.4 Environmental Proposals in Northern Approach

7.2.4.1 Key environmental improvements in the Northern Approach may be summarised as follows:

- Upgrading of existing open space and provision of new open areas for public use in the Crane Valley, including the creation of more natural riverbanks where feasible. Creation of River Crane walk by station, allowing a link to MoormeadPark to be provided;
- Improvements to street scene within Northern Approach and pedestrian links to town centre;
- New public piazza in front of upgraded station and former sorting office site;
- Enhancements to setting and views of Heatham House.

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- Achieve the comprehensive approach to the area;
- Provide a mix of uses including employment, residential, leisure (possibly a cinema), a substantial level of community use, retention of space for sports/outdoor activities, retain and use the link under London Road bridge;
- Ensure that the improved and extended open space and riverside walk/cycle route maximises amenity and nature conservation value;
- Maintain a similar amount of land for outdoor sports and activities;
- The creation of a piazza in front of the station and sorting, office which opens up views to Heatham House and provides an attractive urban gathering space, at the entrance to the riverside walk;
- Achieve high quality design, which conserves and enhances the setting of Twickenham's heritage assets and generally reflects the traditional character of Twickenham.

7.2.5.4 **Uses**

- Mixed uses to include employment, residential including family housing, leisure (possibly a cinema), a substantial level of community use, retention of space for sports/outdoor activities, provision for extended open space alongside the River Crane and a riverside walk, retain and use the link under London Road bridge. Retail use here is likely to detract from the main centre, so is not considered a suitable land use.

7.2.5.5 **Delivery strategy**

7.2.5.6 The private owner of the key site (the former Sorting Office) will work with other landowners to provide a comprehensive approach potentially including Network Rail, the Council and private land holders (1-5 years).

Design Guidelines

7.2.5.7 Map 7.2 shows the inter-relationship of the sites in the Northern Approach. It is particularly important that developers of buildings on the Sorting Office and the Station demonstrate the relationship between proposals on the two sites as part of any planning submission. Development proposals will be required to be of high architectural and urban design quality and to be in accordance with the following design principles:

7.2.5.8 **Building Form**

- The built form of development should decrease from London Road towards Heatham House;
- Scale should increase towards east of the Sorting Office site and from north to south;
- Staggered massing to achieve emphasis along the London Road and sensitive integration into surrounding residential areas;

- High quality design to conserve and enhance the setting of Twickenham's heritage assets and generally reflect the existing traditional character of Twickenham;
- Development to front onto areas of open space to ensure overlooking and an attractive and active frontage;
- Creation of active frontage to London Road with employment, leisure or community uses at street level, including the creation of a piazza in front of the station and sorting office which opens up views to Heatham House and provides an attractive urban gathering space;
- Buildings not to step further towards London Road than Bridge House to avoid "canyon" effect;
- Maximum height should not exceed 4/5 storeys, from ground level, and include a variety of roof forms;
- Buildings beside the River Crane should not exceed 2-3 storeys, from ground level, to relate well to River Crane walk and avoid adverse impact on the setting of Heatham House and should be set back to allow the Environment Agency to gain access to the river (see also policy DM SD 8);
- Buildings to the south of the site should be no higher than Bridge House (4/5 storeys from ground level);
- In the western section of the site, buildings should not exceed 3 storeys from ground level, residential uses on this part of the site should be in the form of family housing;
- The Twickenham Area Action Plan varies the last sentence of policy DM DC 3 as follows:

"Any buildings or features taller than the above may be acceptable on site TW3 if there is a design justification based on a comprehensive townscape appraisal*, if there is significant community support for the public benefits of the overall scheme and if there is very significant capital investment in community related facilities."

* to include a visual impact assessment from key heritage assets in the wider area.

- Retain historic buildings and encourage appropriate reuse of railway/ warehouse building if this becomes surplus.

7.2.5.9 Transport

- Improved access from London Road and necessary improvements to local highway network including London Road/Whitton Road junction;

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- On-site car parking and services to meet essential needs of residents and businesses should be carefully integrated to avoid adverse impacts on the visual or residential amenity or the effective use of the sites;
- Pedestrian link to be provided under London Road to station. This should join the east west pedestrian/cycle access route as shown on the map, and also link into north/south pedestrian routes on the west side of London Road.

7.2.5.10 Environment

- Minimise impact on historic buildings and their settings. Any proposals should not adversely impact on the quality of these related areas and buildings;
- Minimise impacts on the Metropolitan Open Land (MOL) and area of nature conservation value. There may be some scope for flexibility in the MOL boundary to achieve the objectives for the site provided that there are demonstrable benefits, which could include provision of a compensatory protected open area, and no adverse impacts on the quality and function of the MOL in this location;
- Improvements to public realm in London Road and pedestrian links to town centre including improved pedestrian crossing. Public realm works to be consistent with treatment of public realm on eastern side of London Road in vicinity of station;
- A public riverside walk/cycle route and public open space should be provided in the position shown. The riverside walk/cycle route should be sensitively designed to take account of the value of the designated "Other Site of Nature Importance" and to incorporate some areas of natural or semi-natural bank in appropriate locations, and ecological enhancements to protect and enhance the river corridor and in-channel habitat. The riverside walk/cycle route is likely to be used by students and rugby spectators as well as the general public and should be designed accordingly;
- Sports facilities will be retained on the existing site or re-provided in a suitable alternative location within the site;
- Setback of building line on London Road to create public space and enhanced setting and views to Heatham House.

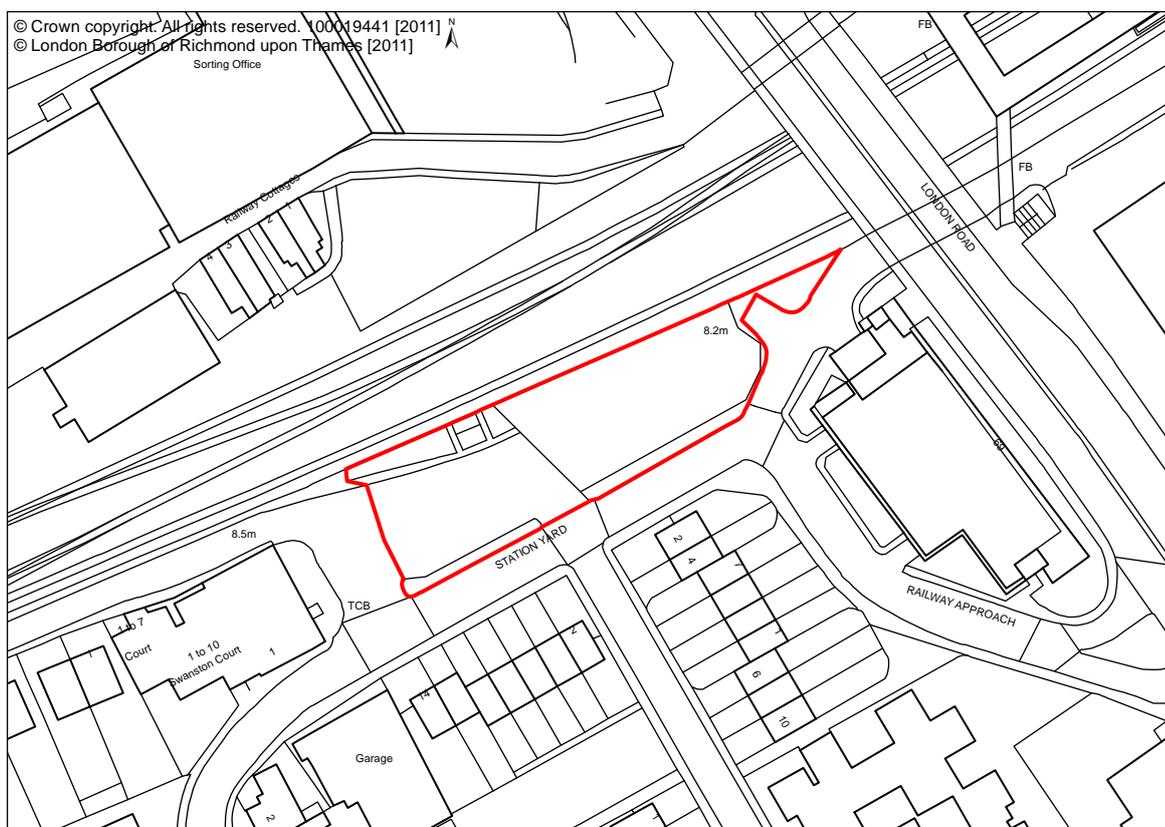
7.2.5.11 Preliminary Risk Assessments must be submitted to help ensure that there is no risk to groundwater or river water quality, given the requirements of the Thames River Basin Management Plan.

7.2.6 Proposal Site TW 2 Station Yard

Site TW 2

Station Yard

Map 7.4 Station Yard site plan



7.2.6.1 Aims - Subject to adequate re-provision of the bus stands, to redevelop the site with a residential scheme up to 3-4 storeys from ground level. Part of the site to be developed as a public car park provided it is required to replace other parking lost from the town centre. Buildings should be of appropriate height and should integrate well with the surrounding residential area and enhance the setting of the Albany PH, with improved public realm and landscaping.

7.2.6.2 Uses - Residential development up to 3-4 storeys from ground level, landscaping, and public car parking if required and feasible.

Design Guidance

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7.2.6.3 The Core Strategy and Development Management Plan, Twickenham Station and Surroundings SPD and Design Quality SPD will all apply. In addition, the following guidance should also be followed:

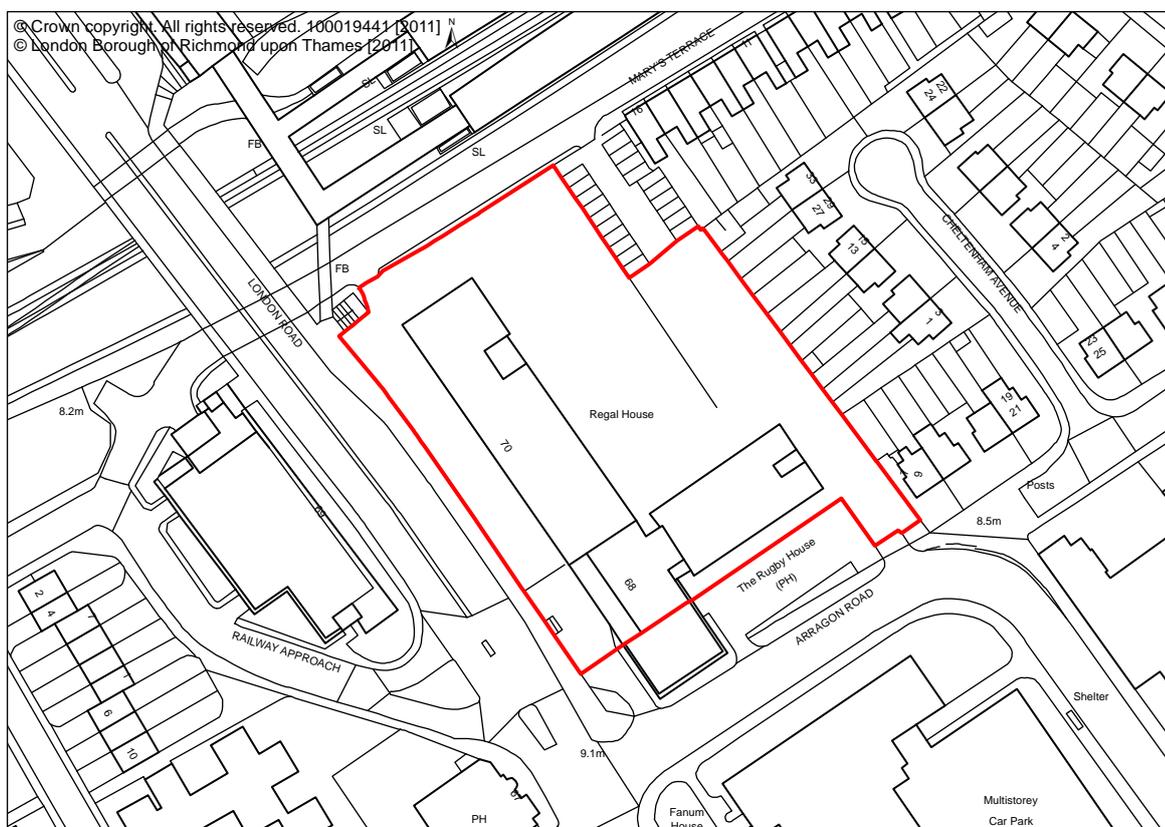
- Height/massing should form an intermediary between that of Bridge House and surrounding development;
- Maximum height of 3-4 storeys from ground floor level to ensure development is compatible in scale to the surrounding residential area, including the Queens Road conservation area;
- Designed to integrate well with the surrounding residential area including the Queens Road conservation area;
- Excellent design to provide a positive frontage towards the Albany Public House (a Building of Townscape Merit) and its setting;
- The opportunity should be taken to provide a small area of landscaped space to improve the area closest to the Albany PH;
- Relocation of bus stands;
- High quality tree planting and other landscaping to improve the quality of the environment;
- Public car parking will only be provided to replace any parking lost to the town centre as a result of regeneration; and will be subject to a traffic assessment.

7.2.7 Proposal Site TW3 Regal House

Site TW 3

Proposal Site - Regal House

Map 7.5 Regal House site plan



7.2.7.1 Aims - to promote business and other uses within the building, which will maintain levels of employment and provide a range of uses for the local area, assisting with regeneration. Linking or extending towards London Road and providing an active frontage will create business/retail activity at ground floor level and fill in this “missing link” between the station and the town centre.

7.2.7.2 Uses - refurbished business space, use of part as possible cinema/leisure use, possible cultural/entertainment/food and beverage uses on lower floors to create active street frontage on London Road.

Design Guidance

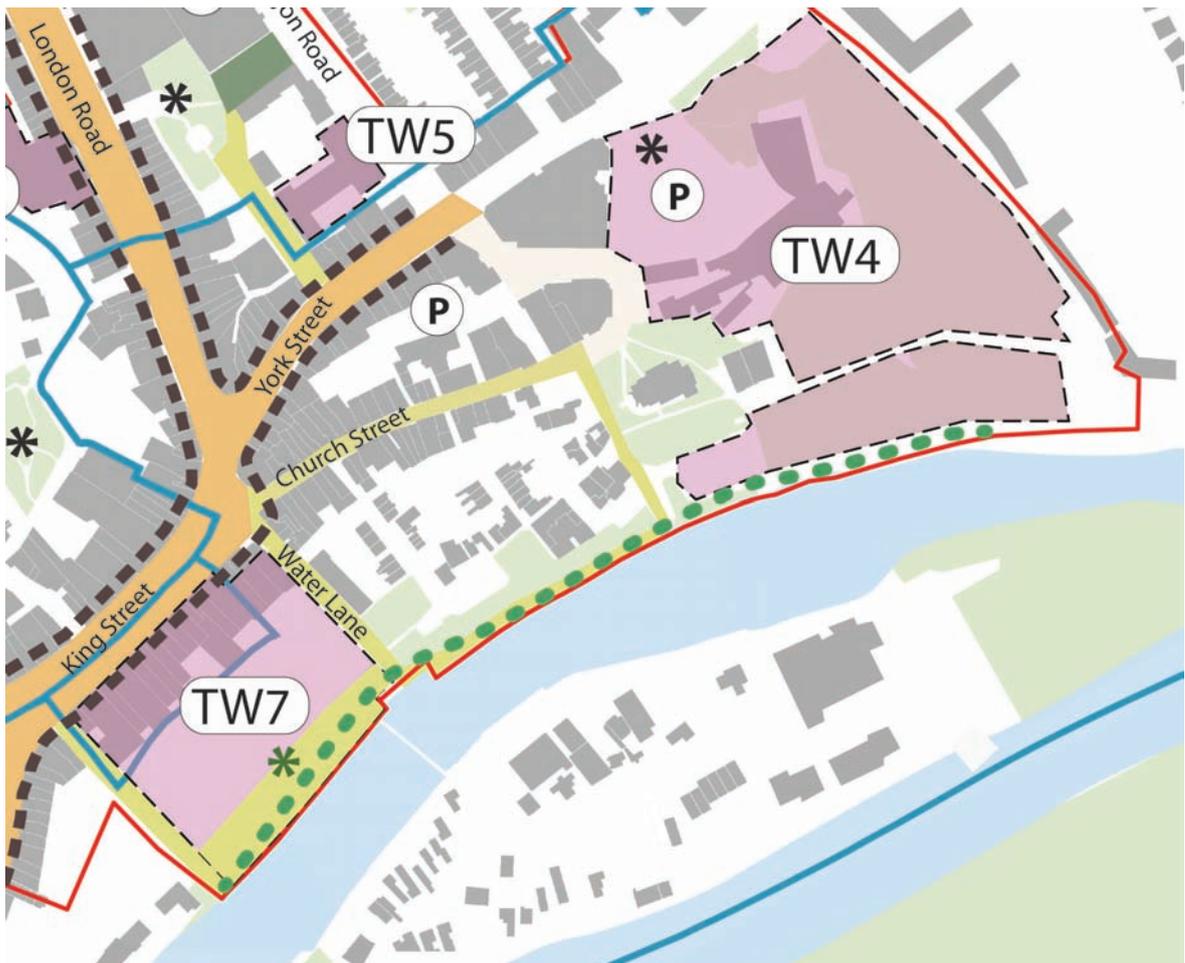
7.2.7.3 The Core Strategy, Development Management Plan, Twickenham Station and Surroundings SPD and the Design Quality SPD will all apply. In addition, the following guidance should also be followed:

- Creation of active frontage to London Road through use of lower floors for cultural/entertainment/food and beverage and specialist retail;
- Improvements to interface between Regal House and hotel and London Road, including to railings;
- Public realm improvements on London Road and improved links to town centre and station.

7.3 Civic and Cultural Area

7.3.1 Description

Map 7.6 Civic and Cultural Quarter



7.3.1.1 This area is focused on the Civic Centre, York House, its gardens and environs, the Mary Wallace Theatre, Twickenham Museum and Library.

7.3.2 General Principles for Civic and Cultural Area

7.3.2.1 To reinforce and enhance this part of the town for civic and cultural uses, making the most of the unique York House and Gardens and creating more activities and places to go. To preserve and enhance the large number of listed buildings, Buildings of Townscape Merit and their settings. This in turn will attract more visitors to this part of the centre, bringing trade to nearby shops and businesses.

7.3.3 Transport Proposals in Civic and Cultural Quarter

7.3.3.1 Proposals for York Street and Church Street will also affect this area - see under "Retail Core". Transport proposals for this area are as follows:

- York Street: Upgraded footways and improved pedestrian crossing facilities at the junction of York Street with Richmond Road/Arragon Road;
- Maintenance and provision of cycle routes through cultural quarter and cycle parking as required;
- Pedestrian Environment - New lighting, including architectural lighting;
- Parking - Off-street – York House Car Park to be included on variable message signage.

7.3.4 Environmental Improvements in Civic and Cultural Quarter

7.3.4.1 Environmental Improvements to the Civic and Cultural Quarter are as follows:

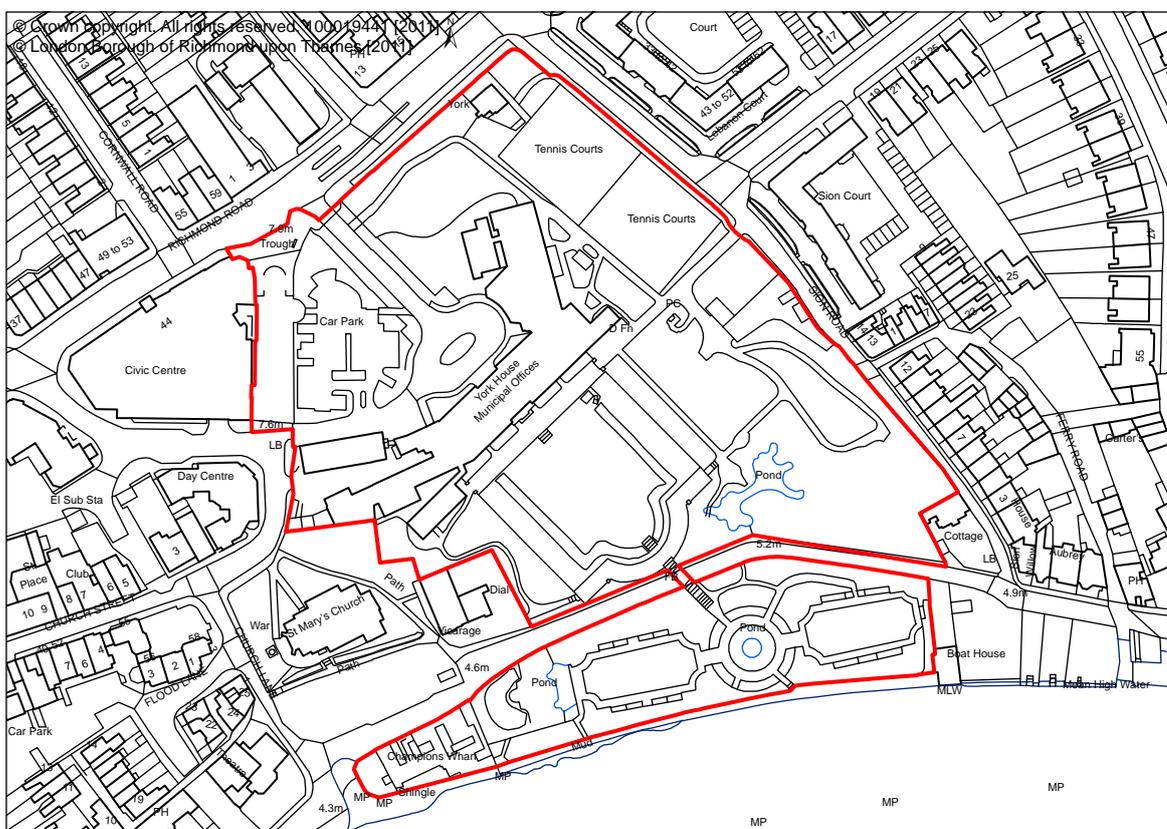
- York House – improved signage around the whole site as part of an overall scheme;
- Consideration to be given to the architectural lighting of key buildings, in line with para 5.0.3;
- Environmental Improvement scheme in front of the library in Garfield Road, including shared space, and improvements of the pedestrian route to Station through Garfield Road Park and London Road. Garfield Road Park to be upgraded;
- Environmental improvements to Champions' Wharf Sculpture Park to include more welcoming entrance to York House Gardens.

7.3.5 Proposal Site TW 4 York House, York House Gardens, Civic Centre and Environs

Site TW 4

Proposal Site - York House, York House Gardens, Civic Centre and Environs

Map 7.7 York House and environs site plan



7.3.5.1 Aims - to make optimum use of this wonderful public building and grounds, providing a range of appropriate uses, which would contribute towards making the York House area more of a destination, and enhance this end of the town. To allow this area to be reinforced as the “Civic and Cultural” quarter of the town.

7.3.5.2 Uses - Civic use retained and additional use of building to create a community/cultural hub with café/gallery/restaurant space, exhibition and performance space. Increased use of the former road outside the Civic Centre for occasional events and possibly one-off or regular markets. Environmental improvements to Champions' Wharf Sculpture Park to include more welcoming entrance to York House Gardens, from here and elsewhere. All new building and uses must take account of the Listed status of York House and its Registered Garden, including taking account of the overall ambience of the House and Gardens and the importance of the setting of York House.

7.3.6 Proposal Site TW5 Telephone Exchange Garfield Road

Site TW 5

Proposal Site - Telephone Exchange Garfield Road

Map 7.8 Telephone Exchange Garfield Road



7.3.6.1 Aims - to make good use of this large site with two road frontages, in the event of its release by BT. Creation of more attractive active frontages, which with the proposed improvement scheme to Garfield Road will greatly enhance the area in front of the library and its green link through Garfield Road Park towards the station. Proposed new business uses will provide an additional offer in the town.

7.3.6.2 Uses - in the event of the release of the site an active frontage would be required onto Garfield Road to include creative industries/indoor market/niche retail/cinema with residential above and to rear and fronting Arragon Road.

Design guidance

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7.3.6.3 The Core Strategy, Development Management Plan, and the Design Quality SPD will all apply. In addition the following guidance should also be followed:

- Creation of active frontage to Garfield Road;
- Improved frontage to Arragon Road;
- Minimise impact on residential amenity;
- Reinforce cultural quarter and links to London Road;
- Conserve and enhance the setting of the Twickenham Riverside Conservation Area.

7.4 Retail Core

7.4.1 Description

7.4.1.1 The main focus of retail activity within the town centre core, comprising London Road, York Street, Church Street and King Street.

Map 7.9 Retail Core



7.4.2 General Principles for Retail Core

7.4.2.1 The creation of a more concentrated primary shopping area focused on Church Street, King Street, York Street and London Road with enhancement of retail frontages, reinforced and upgraded pedestrian and shopping environment and extended range and quality of retail offer. The Council will encourage the establishment of part time permanent or one-off markets or events in appropriate Civic Spaces within the town. Links between this part of the town and the other quarters will be enhanced. Improvements should make this part of the town more attractive and pleasant to use, which in turn should encourage inward investment and reinforce trade.

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7.4.3 Transport Proposals in Retail Core

7.4.3.1 Key transport proposals in the retail core may be summarised as follows:

- Traffic - Highway scheme to reduce dominance through traffic;
- Buses - Enhanced bus stops with improved waiting areas and accessibility;
- Cyclists - Provision of cycle routes and cycle parking throughout;
- Pedestrians -

London Road:

- Footway widening and resurfacing and tree planting to improve the public realm and provide a gateway to the town centre;
- Improved pedestrian links between Grosvenor Road/London Road.

King Street:

- Footway widening on both sides of the road with footway resurfacing, new street furniture and tree planting to improve the public realm;
 - Church Street/Water Lane junction - creation of improved public civic space;
 - Improved pedestrian links between King Street and Holly Road car park, including changes in surfacing to improve accessibility;
 - Removal of street clutter and barriers;
 - New pedestrian crossings;
 - New lighting, including architectural lighting of key buildings and structures.
- Servicing - Servicing provision to be made as part of any new highways scheme;
 - Parking -
 - Off-street: Church Street, Arragon Road and Holly Road car parks to be included on variable message signage. Access routes for these car parks to town centre to be improved where necessary;
 - On-street: London Road - parking relocated onto the widened footways.

7.4.4 Environmental Proposals in Retail Core

7.4.4.1 Key environmental improvements in the retail core may be summarised as follows:

- London Road - In order to improve the retail and business environment and to enhance this link between the station and the core of the town, it is proposed to undertake shop front improvements, pavement widening, new lighting and other environmental improvements, together with encouragement of active frontages;

- York Street and King Street - In order to improve the retail and business environment, it is proposed to undertake shop front improvements, pavement widening, new lighting and other environmental improvements;
- Church Street - Enhancement of the Civic and Cultural Quarter is likely to encourage more footfall through this street. In order to protect the existing conservation area and attractive retail and entertainment environment, it is proposed to promote shop front improvements where necessary, to enhance the retail core.

7.4.5 Proposal Site TW6 Police Station London Road

Site TW 6

Proposal Site - Police Station London Road

Map 7.10 Police Station



7.4.5.1 Aims - to protect this Building of Townscape Merit and ensure an appropriate use for the whole site in the event of any relocation. New use to improve the retail and business environment and to enhance the link between the station and the core of the town.

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7.4.5.2 Uses - In the event of a satisfactory re-location of Police station uses, acceptable uses of the site would be for a mix of town centre uses to include retail or other active frontage on London Road, residential to rear, facing Grosvenor Road.

Design guidance

7.4.5.3 The Core Strategy, Development Management Plan, and the Design Quality SPD will all apply. In addition, the following guidance should also be followed:

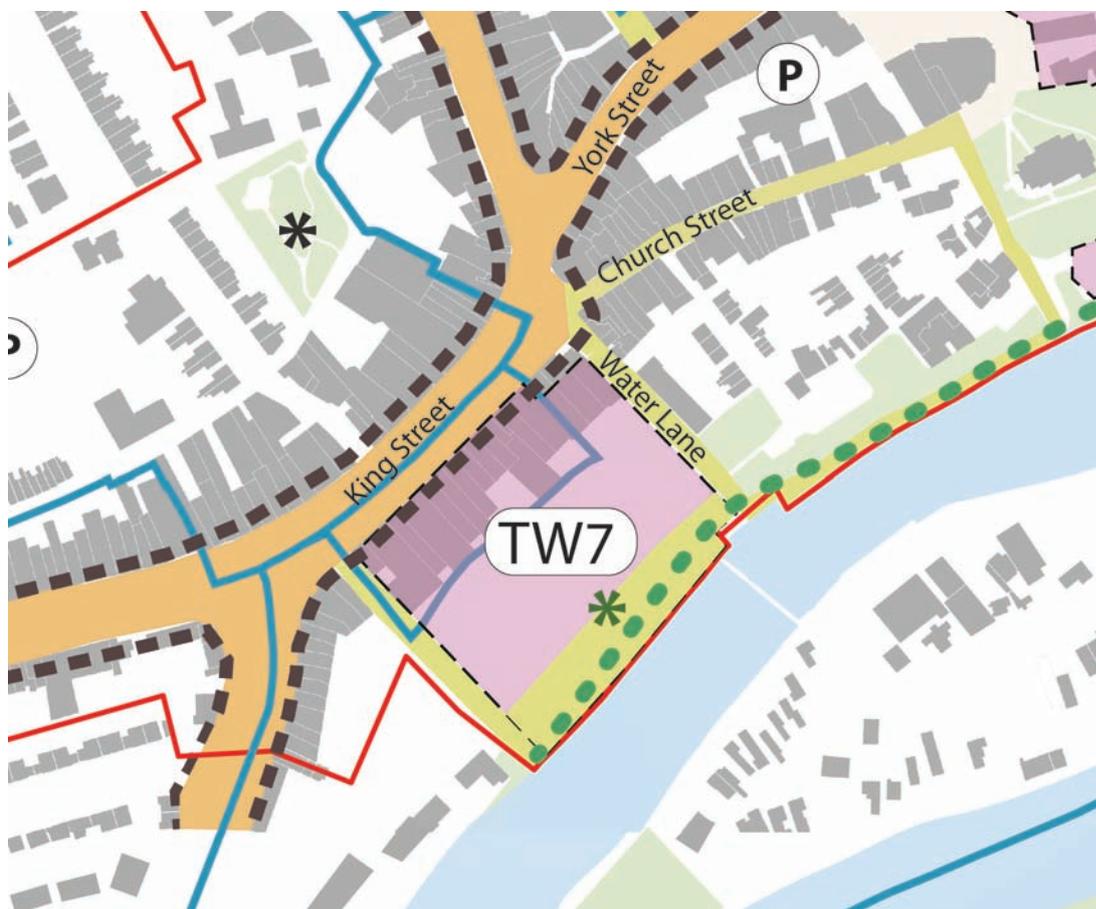
- Creation of active frontage to London Road including new retail floorspace;
- Protection of that part which is a Building of Townscape Merit;
- Design of development to be sympathetic to the adjoining Conservation Area. Development to Grosvenor Road to reflect the scale and building lines and to minimise impacts on residential amenity in Grosvenor Road.

7.5 Twickenham Riverside and Approaches

7.5.1 Description

7.5.1.1 Numbers 1-33 King Street and private car parking area at rear, Council owned land at Twickenham Riverside (former pool site and buildings), rear service road to King Street, Water Lane, the Embankment and Wharf Lane.

Map 7.11 Twickenham Riverside and Approaches



7.5.2 General Principles for Twickenham Riverside and Approaches

7.5.2.1 The future use and appearance of the Riverside is critical to the success of Twickenham as a destination. Any proposals will be required to meet key design principles to ensure they do not adversely impact on the character of the Riverside and provide high quality facilities for the local community.

7.5.2.2 A comprehensive approach is proposed in order to ensure connections to the Riverside are enhanced and to make Twickenham a more attractive destination. The Opportunity Area has therefore been extended to include the rear service yard and properties fronting King Street.

7.5.2.3 The principles within this area are:

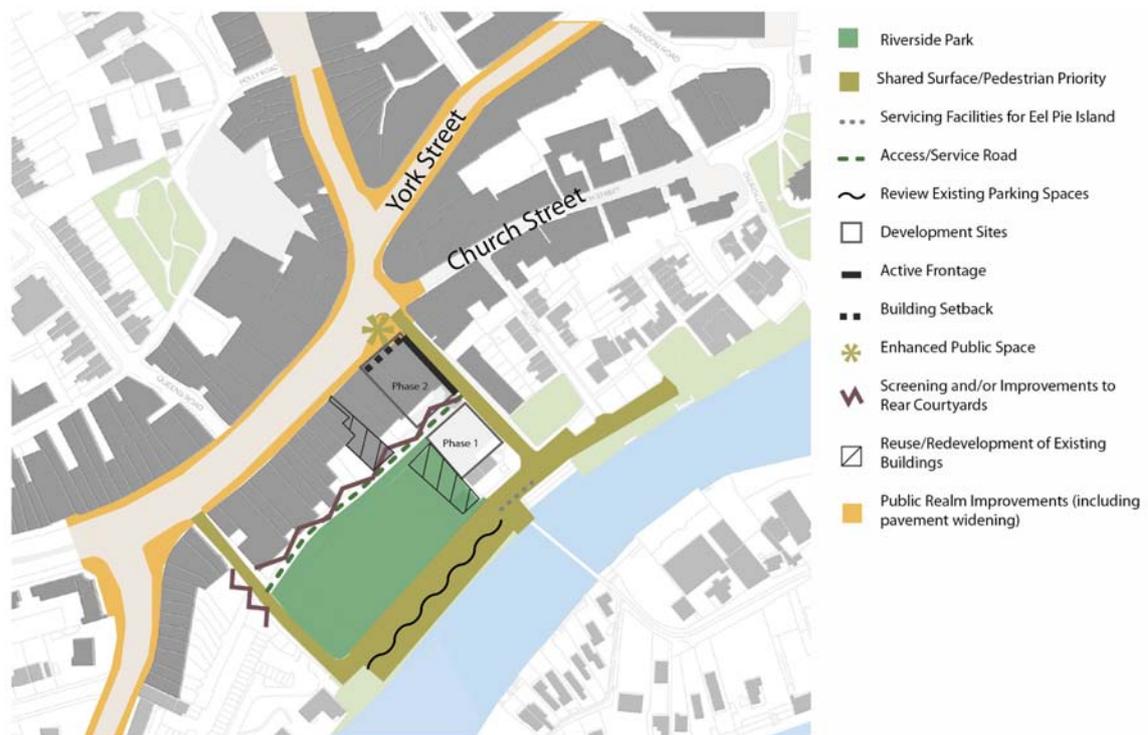
- To improve the pedestrian environment and reduce dominance of parked and moving traffic;
- To strengthen the retail offer on King Street and in Water Lane to provide for pedestrian priority with extension of existing service road across the car park to Water Lane, and redevelopment of the car park to provide for residential and/or town centre uses;

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- To open up and redevelop/refurbish the remaining area of the former pool site, which adjoins the recently refurbished Diamond Jubilee Gardens;
- To upgrade the Embankment south of the Diamond Jubilee Gardens to provide a pedestrian priority/shared surface with new landing facilities;
- The visual amenity and significance of Eel Pie Island, its historical working waterfront, leisure clubs, businesses, moorings and eclectic mix of chalets are part of the character and function of this part of Twickenham, and the impact of the proposals in the Twickenham Area Action Plan must be given due consideration;
- The whole area will have improved links to the retail core, the Thames Path and open spaces up- and downstream and will become an attraction in its own right.

Map 7.12 Twickenham Riverside and Approaches Principles



7.5.3 Transport Proposals in Twickenham Riverside and Approaches

7.5.3.1 Key proposals in the Riverside Opportunity Area may be summarised as follows:

- New traffic management arrangements to reduce the impact of vehicular movements on the pedestrian environment to include a link from the service access to the rear of King Street to Water Lane, one way traffic management and rearrangement or possible reduction of parking along the Embankment, provided that the function of the working waterfront would be maintained;
- Increased areas of shared space/pedestrian priority - in Water Lane and Wharf Lane and along the Embankment, which will be improved and include new landing facilities;

- Retention of existing cycle route;
- Pedestrian priority with reduction in traffic, rearrangement and possible reduction in on-street parking and improved surfacing;
- Rear service road to be retained and extended to provide link through from Water Lane to Wharf Lane;
- Provision for servicing for Eel Piel Island, and any new uses on riverside;
- Retain parking for disabled people.

7.5.4 Environmental Proposals in Twickenham Riverside and Approaches

7.5.4.1 Environmental Improvements in this areas are as follows:

7.5.4.2 Twickenham Embankment

- Carry out significant environmental improvements to the area upstream of Water Lane;
- Enhance the riverside location and encourage a range of activities to attract visitors to the riverside, including the provision of new landing facilities;
- Rearrangement or possible reduction of parking along the Embankment, provided that the function of the working waterfront would be maintained;
- Shared surface with retention of service access and disabled parking;
- Landscaping of the Embankment to enhance areas of public open space.

7.5.4.3 Water Lane

- Environmental improvements through implementation of shared surfaces with priority for pedestrians;
- Rearrangement and possible reduction of on-street parking, with retention of service access and disabled parking.

7.5.4.4 Wharf Lane

- Pedestrian priority with shared surface treatment;
- Screen view of parking area to rear of Kings Parade from Wharf Lane.

7.5.4.5 Other Actions

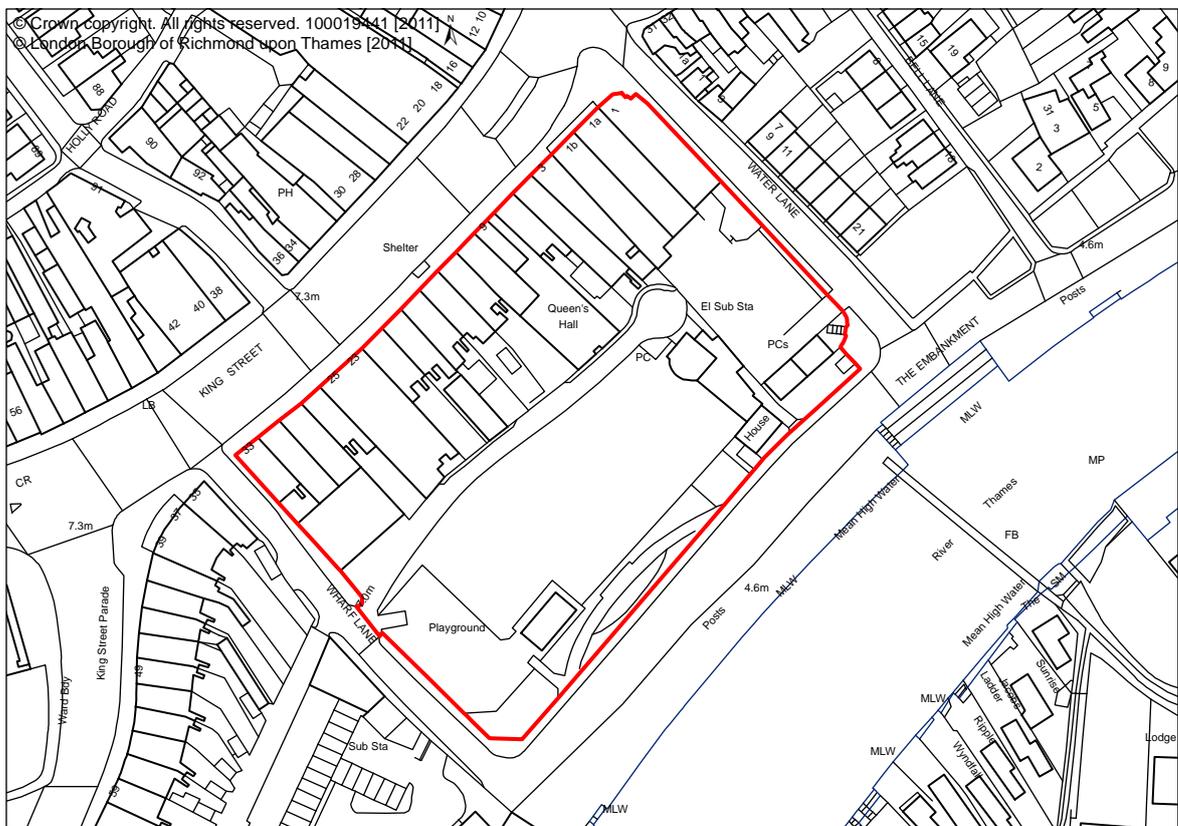
7.5.4.6 Ensure active riverside frontage is retained, in line with policies CP 11 and DM OS 11 and DM OS 12.

7.5.5 Proposal Site TW7 Twickenham Riverside

Site TW 7

Proposal Site - Twickenham Riverside (Former Pool Site) and south of King Street

Map 7.13 Twickenham Riverside (former pool site) and south King Street



7.5.5.1 Aims - to 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 to 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. The Council will work with the owner of 1-33 King Street and the private car park in Water Lane to improve the whole area through a comprehensive, phased programme of change.

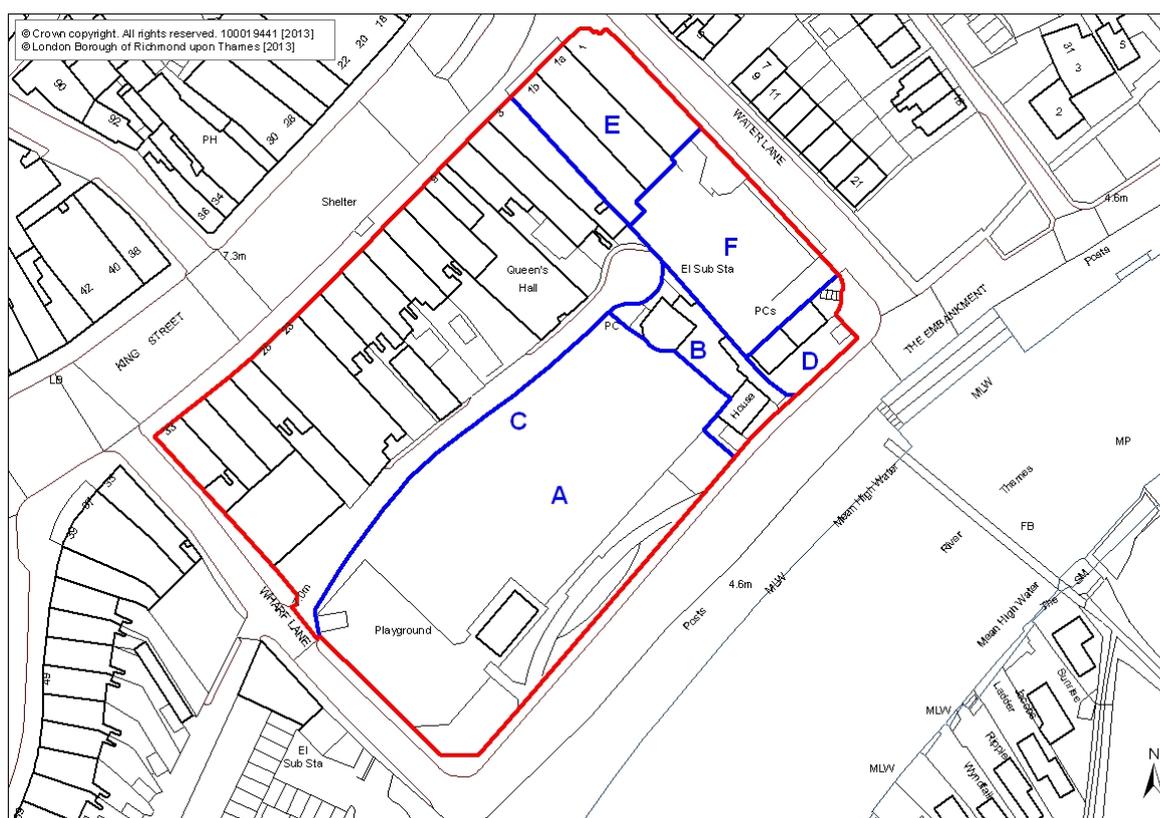
7.5.5.2 The key objectives are to:

- maintain the existing ground floor retail frontages and residential uses above on King Street and provide new specialist retail, leisure and community uses;
- to link the existing service road to Water Lane;
- create new open space to provide for a wide range of open uses, including on the former pool site and in the form of civic space beside Water Lane;

- to maintain the Embankment as a working quay and, subject to feasibility, provide mooring and landing facilities;
- to improve the environment of the Embankment including reduction in car parking;
- to improve the Water Lane and Wharf Lane links from the town centre to the Embankment as shared use spaces; to provide a link between the service road and Water Lane; and to secure the redevelopment of the car park in Water Lane with residential and/or town centre uses;
- to achieve high quality traditional design and/or reuse of buildings;
- to conserve and enhance the Twickenham Riverside Conservation Area and its setting and the setting of the Queens Road Conservation Area;
- all new uses to take account of the unique riverside setting.

7.5.5.3 Uses (see also maps 7.12 and 7.14 - letters A-F below refer)

Map 7.14 Twickenham Riverside, areas referred to below



- (A) Open space (excluding the area where there are currently buildings), a mixture of hard and soft landscaping to allow a variety of leisure activities, playground and café;
- (B) Reuse or replacement of existing buildings to provide mixed uses with active frontages at ground floor level;
- (C) In long-term, subject to agreement of the community, potential low rise leisure and community pavilions closer to the service road area, to enliven the area and allow public enjoyment of the riverside open space;

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- (D) Redevelopment or reuse of former public toilets fronting Water Lane for residential, leisure or café use;
- (E) 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;
- (F) Redevelopment of the car park in Water Lane with residential and/or town centre uses together with the continuation of the service road between Water Lane and Wharf Lane.

Design Guidelines

7.5.5.4 The Core Strategy, Development Management Plan, and the Design Quality SPD will all apply. In addition, the following guidance should also be followed:

- Create a destination on the riverside with high quality facilities/events;
- Enhance and extend Diamond Jubilee Gardens with high quality landscaping, children's play space and performance/events space, on site of former swimming pool;
- Along the Embankment to upgrade the areas of open space, create a pedestrian priority area and review the car parking provision;
- Retention of significant trees;
- Creation of pedestrian priority area on Water Lane and Wharf Lane to extend the ambiance of Church Street to riverside;
- Development on Water Lane frontage to complement existing residential development and to include town centre uses where feasible.
- Future redevelopment of 1, 1a and 1b King Street to include set back of building at junction with Water Lane to create enhanced public space with views towards the river where possible.
- Design of new development to respect character of Conservation Area and to minimise impact on residential amenity;
- Promote improvements to rear courtyards of properties in King Street;
- Encourage reuse or redevelopment of buildings to rear of King Street to create active frontage onto improved service yard.

7.5.5.5 Delivery strategy

- the whole area should be changed in a comprehensive way, each phase must take account of the overall future layout;
- the Council has commissioned Land Use Consultants to provide a master plan for the landscaping of land within their holding, and to consider the potential for reuse of existing buildings. The non developed land was laid out as open space in 2012;
- the improvement of the Embankment and relocation of car parking would, subject to funding, also be implemented in the short term;

- the private owners will be encouraged to bring forward redevelopment of the Water Lane car park site(1-5 years) and in the longer term the redevelopment of 1, 1a and 1b King Street;
- in longer term land to the rear of the Riverside site could be used for pavilion style development to provide for community and leisure uses to enliven the area, subject to support from the community (5-10 years).

7.6 Heath Road Western Approach

7.6.1 Description

Map 7.15 Heath Road Western Approach



7.6.1.1 This is the west end of the town from the railway bridge along Heath Road towards the town centre. The area comprises a variety of commercial uses, from industrial at the west end to a mix of offices and retail further east.

7.6.2 General Principles for Heath Road Western Approach

7.6.2.1 This part of the town serves an important function as a local centre to nearby residential areas. The approach will be to maintain it as a secondary shopping and service area for local residents, continued enhancement of the environment and encouragement of a range of uses with active frontages. The aim is to reinforce its role as a specialist retail and business area.

7.6.3 Transport Proposals in Heath Road Western Approach

7.6.3.1 Transport Proposals for Heath Road Western Approach include:

- Retain existing cycle provision;
- Maintain recently upgraded pedestrian environment;
- Holly Road Car Park to be included on variable message signage, and access routes from this car park to the town centre to be enhanced.

7.6.4 Environmental Proposals in Heath Road Western Approach

7.6.4.1 Environmental Improvements to Heath Road Western Approach are as follows:

- The existing retail uses will be supported, active frontages will be encouraged at ground floor level, upper floor uses will be protected;
- The existing employment areas will be protected and supported and landowners encouraged to provide employment facilities to meet modern day needs. The Council will however consider proposals to change the use of smaller under-utilised and unsuitable upper floor offices;
- Consideration to be given to improved landscaping and architectural lighting below the railway bridge to enhance the area and make a more attractive entry point to the town.

7.6.5 Proposal Sites

7.6.5.1 There are no proposal sites in this area.

8 Costings, Implementation and Monitoring

Key principles

8.0.1 The AAP provides the framework for the coordination of future investment in the town centre. Achieving the vision for Twickenham will be dependent on an integrated approach to the sites identified for change and improvement, enhancement of the Opportunity Areas and transport and environmental improvements. Based on good practice in town centre regeneration, management and promotion, a number of general principles have been established. The AAP will be subject to annual review and monitoring against the objectives and time scales set out in this document.

Proceed in Partnership

8.0.2 Realising the vision of the town centre is dependent on partnership working. The Council is committed to working in partnership with local businesses, landowners, developers and investors; other public sector bodies, the voluntary sector and the local community to deliver improvements to the town centre.

Destination Development and Management

8.0.3 Twickenham has the potential to become a more attractive and vibrant destination for residents and visitors. This will be dependent on effective management and the development of a coordinated strategy to promote Twickenham as a destination of choice which meets the needs of local residents and businesses and attracts a larger number of visitors.

Positive Change and Improvement

8.0.4 A comprehensive approach is required to ensure the appropriate balance and mix of new development and associated transport and environmental improvements. The aim is to create a more integrated and vibrant town centre with an improved retail, leisure and cultural offer which will change the overall perception and image of Twickenham. The focus is on the Opportunity Areas and the creation of distinctive zones of activity to add to the quality and diversity of the town centre and create new attractions.

Phasing of Infrastructure Improvements

8.0.5 The provision of necessary infrastructure must be secured to accommodate the impacts of new development. In particular, it will be important to ensure that transport and environmental improvements form an integral part of any future development proposals to ensure that the improvements identified in the AAP can be delivered. It will also be necessary to ensure that social, health and education provision is adequate to meet the needs of the existing population and occupiers of the new developments.

Promote Design Quality

8.0.6 The Council is committed to ensuring that new development is of the highest design quality and will enhance the town centre as a place to visit, work and live. Development and public realm proposals must enhance the character and appearance of the town centre. It will be necessary to demonstrate how development proposals relate to the wider Opportunity Area within which they are located and to reflect the overall strategy and design principles set out in the AAP. The Council will work with developers to ensure that the design principles set out in the AAP are adhered to. All proposals will have to comply with existing adopted policies and guidance, see Appendix One.

Partnership Working

8.0.7 The Council will continue to work with a range of private, public and voluntary sector organisations and the local community to deliver improvements to the town centre. This will facilitate delivery of the AAP within the plan period. Key partners will include:

- Public organisations such as the GLA;
- The Richmond upon Thames Partnership (RP), formerly known as Local Strategic Partnership (LSP) which brings together the public, private and voluntary and

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community sectors to improve the quality of life for all those who live work or visit the borough;

- Transport for London (TfL), Network Rail and transport operators to deliver priority transport schemes and transport improvements;
- The Environment Agency to ensure environmental protection and enhancement and to address issues of climate change and flood protection;
- Infrastructure providers including Thames Water to ensure the requirements of new development can be met;
- Land and property owners and potential developers to deliver objectives for Opportunity Areas and sites identified for change and improvement;
- Existing businesses and business organisations to enhance Twickenham as a retail and business location and create new employment opportunities:
- The Rugby Football Union;
- RichmondCollege;
- Richmond Adult College;
- Local residents organisations, user groups, Development Trusts, community groups and amenity societies to engage the community in town centre improvements;
- Emergency Services to create a safe and secure environment for residents and users of the town centre;
- Existing/ potential investors.

8.0.8 The Council has been actively engaging with key partners and will continue to build on these relationships to ensure delivery of the AAP objectives.

Delivery Mechanisms

8.0.9 A coordinated approach to implementation is proposed combining a number of delivery mechanisms. The Council will play a pivotal role in this process in terms of bringing forward proposals for land and buildings in its ownership and facilitating other improvements through partnership working and through the exercise of its planning powers. Key mechanisms include:

- Use of the AAP as the basis for development control and strategy development to ensure that change is brought forward in a coordinated manner;
- Working with other public sector bodies to ensure the co-ordination of funding support to deliver key projects;
- Bringing forward proposals for land and buildings within the Council's ownership;
- Working with landowners and developers to bring forward proposals for the Opportunity Areas and identified sites to ensure that new development and public realm proposals are of the highest design quality;
- Securing developer contributions towards improvements to the town centre and necessary infrastructure improvements, in particular transport and public realm improvements through the use of Section 106 legal agreements;
- Where necessary and justified on planning grounds to use Compulsory Purchase powers to bring forward land in order to deliver the proposals set out in the AAP.

Funding

8.0.10 Implementation of the AAP proposals will be dependent on a combination of public and private sector funding.

Developer Contributions

8.0.11 Development proposals will be largely financed by the private sector. The Council will work with developers and other public agencies to facilitate development in accordance with the AAP and to secure funding for transport and environmental improvements and appropriate social infrastructure provision. A key element of delivery is the developer contributions, which individual development will be required to make to fund town centre improvements. The Council will apply planning obligations/planning conditions/local CIL contributions to ensure the objectives of the AAP are realised. This could involve the establishment of a Town Centre Improvement Initiative to allow Section 106/CIL contributions to be allocated to town centre initiatives. Private sector funding will also be required to effect improvements to existing business and retail premises in the town centre such as improvements to vacant floor space and shop units or shop front improvements.

Public Sector Funding

8.0.12 The Council will make funding available over the plan period from its capital programme to deliver improvements to the town centre in collaboration with its partners. This includes investment in the creation of a new public space on the site of the former swimming pool.

8.0.13 Public sector funding will be available for transport and environmental improvements to come forward as part of a phased programme of work during the plan period. Key sources of funding are summarised below.

The Outer London Fund

8.0.14 The Council has secured funding under the Mayor's Outer London Fund, which was launched in June 2011 to strengthen the vibrancy and growth of high streets and their environs. The Fund could be used for a variety of purposes, all of which were relevant to the objectives of the AAP.

8.0.15 Twickenham Town Centre's package of measures amounted to around £500,000, carried out in early 2012, focusing mainly on initiatives to promote the delivery of the AAP including:

- Upgrading lamp columns;
- Establishing a fund to improve the appearance of shop fronts;
- Carrying out design and modelling work to re-balance how the public realm is used for traffic and pedestrians;
- "Landscape lighting" to improve the atmosphere during winter months and in evenings;

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- Research work to explore the potential for a Business Improvement District and a Park and Ride scheme;
- Further development of the Business and Retail Association;
- Promoting pre-Christmas trade through better lighting and promotion;
- Improved parking signage;
- Using arts and culture to animate the high street through two initiatives focussing on literature and the Hindu Festival of Colour.

Transport for London (TfL)

8.0.16 TfL will be a key partner in the delivery of transport improvements and in determining how its Annual Investment Programme is applied in the town centre.

8.0.17 The Council will work with TfL to identify ways of benefiting from funds under the Mayor's Transport Strategy. Funding will be available under the Local Implementation Plan for Transport agreed with TfL and Major Schemes Funding.

Town Centre Management

8.0.18 Another potential source of funds to implement the AAP is through town centre management, which could assist in generating funds for improvements. This could include the identification of a Business Improvement District.

Third Party Funding

8.0.19 There is scope for securing third party funding, including from private grant sources, central government, the GLA and others, particularly in respect of environmental and green transport improvements associated with the TAAP. Charities and community organisations are also able to apply for funds not available to local government alone.

Phasing

8.0.20 Proposals will be phased over the plan period. An indicative phasing programme is set out in the Implementation Table below, together with the key actions required to implement the proposals set out in the AAP. The Council expects development to be phased generally in accordance with the indicative phasing programme unless this would have benefits for delivery of the overall vision and provided that the AAP objectives would not be prejudiced.

8.0.21 Projects are set out within three indicative phases:

- Short (1-5 years)
- Medium (5-10 years)
- Long (10-15 years)

8.0.22 The Council will work with land owners and developers in bringing forward proposals. Phasing is based on a number of key considerations including site availability, funding, deliverability, land assembly and infrastructure requirements.

8.0.23 Each phase will be characterised by specific programmes of activity and by detailed proposals being brought forward for key sites. The phasing also reflects the importance of key sites which would mark a step change in the offer and perceptions of the centre and improve the climate for investment. The phasing plan will be kept under regular review as implementation progresses and will be updated on an annual basis.

Short term (1-5 years)

8.0.24 The objective in the short term is to kick start improvements and make a visible and permanent impact on enhancing the offer and appearance of the town centre. This will include the development of Twickenham Station and the former Sorting Office site (Site TW1) and associated environmental and transport improvements in the Northern Approach, the creation of a new riverside park on the former swimming pool site (Site TW7) and possibly the next stage of change on Twickenham Riverside as well as public realm improvements to the retail core.

Medium term (5-10 years)

8.0.25 The objective in the medium term is to build on the momentum created in the early years and increase the pace, scale and mix of development and improvements taking place, to continue to strengthen the town centre offer and to enrich the range of facilities and visitor experience. This will include an on-going programme of environmental improvements and use of York House and gardens (Site TW4) to create a community/cultural hub with café, gallery, restaurant space, exhibition and performance space, alongside the retention of civic use. The Council will also work with the land owners to bring forward the redevelopment of nos 1, 1A and 1B on the King Street frontage during this period (Site TW7).

Long term (10-15 years)

8.0.26 The longer term objectives are to realise the development potential of key development sites which may not be available in the short to medium term but could become available in the longer term subject to occupier requirements to create new retail, cultural and entertainment uses. This could include development of the Metropolitan Police Station site (Site TW6) for a mix of retail, office and residential uses and the development of the Telephone Exchange site (Site TW5) to house creative industries, an indoor market, niche retail and possibly also a cinema, along with residential floor space.

8.0.27 If sites which have not been identified in the AAP come forward within the timescale of the plan, these will be considered against other relevant planning policies and the objectives and policies set out in the AAP.

Monitoring

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8.0.28 The completion of proposals and operation of the policies within the AAP will be subject to monitoring as part of the the Councils statutory monitoring of all planning policy documents. Details of this will be added to the Implementation Schedule below.

Planning application requirements

8.0.29 The AAP provides the planning policy framework for development and change within Twickenham Town centre and will be applied in the determination of all planning applications. The Council will work with developers in preparing master plans and development proposals will require a high quality design which will assist in delivering the overall vision for the town centre. The following documents will be required in support of planning applications for all development proposals in the town centre:

- Master plan showing how the site relates to the wider town centre;
- Design and access statement showing how a high quality of design will be achieved;
- Sustainable construction checklist;
- Landscape and open space strategy;
- Energy statement;
- Community facilities strategy (including assessment of needs arising from development proposals);
- Phasing and delivery strategy;
- Transport assessment.

Promotion

8.0.30 A well managed town centre is crucial to the successful implementation of the AAP proposals. Working in partnership with local businesses and key stakeholders forms part of the Council's approach towards town centre initiatives and although detailed structures for Town Centre Management are outside the scope of the AAP, this will be important within the wider remit of the Council.

8.0.31 The Council will raise awareness of the aims and objectives of the AAP among key target groups and audiences in order to promote improvements to the town centre. This could include measures to:

- Encourage and stimulate improvements in the retail frontages of the main shopping streets and encourage landowners to bring back into use vacant shop units and vacant floor space above them, particularly for office or residential use.
- Attract new retailers and food and beverage operators into the town centre to increase the variety of its offer.
- Attract interest in the development of the sites for change and improvement.
- Publicise the action being taken by the Council and its partners in bringing forward improvements.

8.0.32 The Council will work with partners to examine possible structures for future town centre management. This could include the identification of a Business Improvement District (see above). Future initiatives could include a marketing and branding strategy and an extended programme of events that will entertain local residents, workers and visitors, and increase footfall and spend in the centre.

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Implementation Schedule

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Policy TWP 2 Policy for Retail Development in Twickenham						LDF Indicators & targets monitoring (a) the percentage of completed retail development within, adjacent to or well-related to designated frontages (b) the percentage of new retail completions less than 100m2 (c) completions for appropriate expansion to existing retail units in m2.
Policy TWP 3 Policy for Employment						LDF Indicators & targets monitoring (a) Employment land for which planning permission has been granted for UCO in Business Use in monitoring year, (b) percentage of new B1a employment floorspace (town centre uses) (gross) located within district centre boundary, (c) conversion of office space to residential on upper floors (amount in m2) where planning permission is needed.

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
Policy TWP 4 Policy for Economic Development in Twickenham						(a) Investigation of potential for BID completed by 2012. (b) Number of new businesses in Twickenham town centre compared to previous year. (report on retailers separately) [source: Annual Town Centre Land Use Survey]. (c) overall number of businesses in town centre (TCLUS or other reliable annual source).
NORTHERN APPROACH						
Sites for Change and Improvement						
TW1 Post Office Sorting Office A mix of uses including community uses, leisure use (possible cinema), retention of space for sports/outdoor activities, employment, residential, provision for extended open space alongside the River Crane and a riverside walk/cycle way, retain	Short term	LBRuT	LBRuT to work with landowners and developers to bring forward a comprehensive mixed use scheme including leisure and community uses.	Public riverside walk and parkland.		Implementation by 2018.
		Developers	Creation of active frontage onto London Road.	Improvements to access and junction arrangements.		

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
and use the link under London Road bridge			Coordination of proposals/ treatment of public realm with development of Twickenham Station.	Improved pedestrian crossing and public realm on London Road.		
				Public square and improved setting to Heatham House		
TW 2 Station Yard	Medium term	LBRuT	LBRuT to work with landowners to bring forward the redevelopment of the site and associated landscaping	Relocation of bus stands	Need to relocate bus stands and ensure appropriate design standards to protect environmental amenity	Implementation by 2023.
Residential development of 3-4 storeys from ground level and appropriate landscaping, with public car parking if required to replace spaces lost to the town centre		Landowners		Public realm and environmental improvements	Car park will be used to meet the needs of users of the town centre as established at the time of implementation	

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
TW 3 Regal House	Short-medium term	LBRuT	LBRuT to work with owners to agree proposals for refurbishment of the building to accommodate uses such as a cinema, leisure, entertainment and cultural facilities, food and beverage outlets and higher quality workspaces on upper floors, with improved street level frontage connections to London Road.	Improvements to public realm and connections to town centre Creation of active frontage onto London Road	LBRuT to work with owners to secure improvements	Implementation by 2020.
Refurbished business space. Use of part of as possible cinema/leisure use with possible entertainment / food and beverage/retail uses on lower floors to create active street frontage on London Road		Aviva				
		Occupiers				
Transport						
Upgraded station and interchange facilities with relocation of bus stop, re-provision of parking and cycle parking and provision for taxis and improvements to forecourt	Short term	LBRuT Solum /Kier	To be delivered as part of the development of Twickenham Station	Station/ interchange improvements		Implementation by 2018 .

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
		TfL				
New route alongside River Crane (pedestrians and cyclists)	Short term	LBRuT	Linked to development of site TW1	New riverside pedestrian/ cycle route	Dependent on grant of planning consent for comprehensive scheme	Implementation by 2018 (linked to station and proposal TW1).
		Developers				
Improved pedestrian links between station and town centre	Short term	LBRuT	Linked to development of Sites TW1 and TW3 and wider Transport Strategy			Implementation by 2018 (linked to station and proposal TW1).
New route under railway line, including links for rugby and College to River Crane Path		Developers				
Improvements in line with Public Realm & Highways Scheme						Starts 2013, and ends 2015.
Environmental Improvements						
River Crane and open areas- Creation of River Crane walk allowing link to Moormead Park as part	Short-medium term	LBRuT	LBRuT to work with developers to secure delivery through planning process	Riverside walk/ open space	Dependent on grant of planning consent for TW1	Implementation by 2018 (linked to station and proposal TW1).
		Developers				

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
of redevelopments of Station and TW1. Opening up of open areas to west of Sorting Office for public use, and creation of links to open areas further west						
Improved street scene between Station and town	Short-medium term	LBRuT Developers	Use of Section 106 and LIP/OLF funding to secure improvements to links to town centre	Public realm improvements	Development of coordinated strategy which reflects funding availability	Implementation by 2020.
Improved interface between Regal House and London Road	Short-medium term	LBRuT Owners	Use of Section 106 and LIP/OLF funding to secure improvements to links to town centre	Public realm improvements	Development of coordinated strategy which reflects funding availability	Implementation by 2020.
CULTURAL & CIVIC QUARTER						
Sites for Change and Improvement						
TW5 York House and Gardens Reuse of building to create community/ cultural hub with café / gallery	Short-medium term	LBRuT	LBRuT to investigate opportunities to create a	No requirement for any new or substantial infrastructure.	Council to review on-going requirement for accommodation for civic	Implementation by 2020.

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
/restaurant space, exhibition and performance space and retention of some civic use.		York House Society	community/cultural hub	Improvements to public realm and civic space in front of York House	functions and potential to accommodate other uses	
		User Groups Operators				
TW4 Telephone Exchange In the event of the release of the mixed use development to include creative industries / indoor market / niche retail / cinema with residential above and fronting Arragon Road	Medium/ long term	LBRuT	Longer term opportunity dependent on future telecom requirements. Opportunity to create active retail frontage on Garfield Road and extend town centre retail, cultural and entertainment offer	Public realm improvements to Garfield Road and Arragon Road	LBRuT to maintain liaison with landowners during plan period regarding future use of site	Implementation during lifetime of Plan.
		Landowners Developers				
Transport						
York Street						
Improvements in line with Public Realm & Highways Scheme						Starts 2013, and ends 2015.

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
New lighting	Short-medium term	LBRuT	To be delivered as part of phased Transport Strategy		Potential to phase improvements in relation to funding.	Implementation by 2020.
York house Car park to be included on variable message signage	Short term	LBRuT	To be delivered as part of phased Transport Strategy with LIP/OLF funding			Implementation by 2018.
Environmental Improvements						
Garfield Road Environmental Improvement scheme	Short term	LBRuT	To be delivered as part of phased environmental improvements funded by capital programme, OLF and possible Section 106	Need for design of comprehensive scheme and use of agreed material palette	Phase improvements in relation to funding availability	Implementation by 2018.
Improved signage to increase use of area	Short term	LBRuT	To be delivered as part of phased environmental improvements funded by capital programme, OLF and possible Section 106			Implementation by 2018.

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
Improvements to Champions Wharf Sculpture Park including more welcoming entrance to York House Gardens	Short-medium term	LBRuT to investigate opportunities	No requirement for any new or substantial infrastructure.		Phase improvements in relation to funding availability	Implementation by 2020.
Architectural lighting of key buildings	Short- medium term	LBRuT	To be delivered as part of phased programme of environmental improvements funded by capital programme, OLF and possible Section 106			Implementation by 2020.
Other Actions	Short- medium term	LBRuT/ Local organisations	To be delivered as part of integrated marketing/ promotion strategy			Reporting on annual progress through AMR.
Promotion of St Mary's Church, Twickenham Museum, Twickenham Library and the Mary Wallace Theatre as destinations.						
RETAIL CORE						
Sites for Change and Improvement						
TW 6 Twickenham Police Station In the	Long term	LBRuT	LBRuT to work closely with Police	Creation of pedestrian link	This is the best opportunity to change this section of the town	Implementation during lifetime of Plan.

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
event of a satisfactory re-location of Police station uses, acceptable uses of the site would be for a mixed use development to include retail uses and residential		Police Authority	Authority to ensure appropriate police services maintained throughout plan period and in event of changes to service delivery, work in partnership to bring forward an appropriate development	between London Road and Grosvenor Road Public realm improvements	and increase retail activity and larger units along London Road. At present the MPA have no plans to relocate. LBRuT to liaise closely with MPA throughout plan period to ensure appropriate use of site.	
				Creation of active frontage to London Road and associated environmental improvements		
Transport						
Improvements in line with Public Realm & Highways Scheme						Starts 2013, and ends 2015.
Parking - Off street	Short term	LBRuT	To be delivered as part of phased Transport Strategy with LIP/OLF funding			Implementation by 2018.
Environmental Improvements						

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
London Road	Short-medium term	LBRuT Businesses	To be delivered as part of phased strategy to secure improvements to environment of town centre - OLF			Implementation by 2020.
Shop front improvements, pavement widening, new lighting and other improvements						
York Street & King Street	Short-medium term	LBRuT Businesses	To be delivered as part of phased strategy to secure improvements to environment of town centre		Funding- use of OLF in short term but need to give consideration to other possible sources of funding such as Business Improvement Area	Implementation by 2020.
Shop front improvements, pavement widening, new lighting and other environmental improvements						
Church Street	Short-medium term	LBRuT Businesses	To be delivered as part of phased strategy to secure improvements to environment of town centre		Funding- use of OLF in short term but need to give consideration to other possible sources of funding such as Business Improvement Area	Implementation by 2020.
Shop front improvements where necessary, to enhance the retail core.						
Other actions	Short- term	LBRuT Businesses	To be delivered as part of phased strategy to secure improvements to environment of town centre		Requirements for marketing and promotion	Reporting on annual progress through AMR.
Promotion of markets or events in appropriate Civic spaces						

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
TWICKENHAM RIVERSIDE						
Sites for Change and Improvement						
TW7 Twickenham Riverside and Water Lane/King Street	Short-medium-long term	LBRuT	LBRuT to work in partnership with adjacent land owners to secure comprehensive development of land on Water Lane frontage (Council and private ownership). LBRuT to work to secure longer term redevelopment of Santander block on King St frontage as Phase 2 of comprehensive development and improvements to King Street frontage	Public realm improvements on Water Lane New public space at junction of Water Lane and King Street Public park on riverside	Need to establish partnership approach as basis for bringing forward a viable development scheme and delivering community benefits.	Complete implementation during lifetime of plan, although some elements have short-term timescales.
Redevelopment of former public toilets for mixed uses and/or cafe		Businesses Community/ User Groups				
Redevelopment of car park and 1-1b King Street				Extension of service road to Water Lane to allow for removal of through traffic from riverside		
Transport						

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
New traffic management arrangements/ pedestrian priority to reduce the impact of vehicular movements (e.g reduction of parking along the Embankment, one-way working via Water Lane /Wharf Lane , rearrangement and possible reduction of some parking from Embankment.	Short-medium term	LBRuT Developers	To be delivered as part of phased Transport Strategy with Council/LIP/OLF funding and Section 106 contributions.		Potential to phase improvements in relation to funding.	Implementation by 2020.
Environmental Improvements						
Twickenham Embankment Creation of new public space. environmental improvements in style of improvements further downstream.	Short term	LBRuT	Phased delivery of new public space and landscaping. In longer-term subject to agreement of the community potential for low rise leisure and community pavilions			Implementation by 2018.
Water Lane	Short-medium term	LBRuT	Phased delivery of new public space and landscaping			Implementation by 2020.

Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
Shared surface/ pedestrian priority		Developers				
Wharf Lane	Short	LBRuT	Part of comprehensive scheme to enhance The Embankment			Implementation by 2018.
Pedestrian priority – shared surface treatment						
Screening of service areas to rear of Kings Parade						
Other Actions	Short-medium term	LBRuT	To be delivered as part of integrated marketing/ promotion strategy			Implementation by 2020.
Promotion of markets and events on riverside		Local organisations				
HEATH ROAD - WESTERN APPROACH						
On-going programme of public realm improvements building on works to date	(Short/ medium term)- subject to funding	LBRuT				Implementation by 2020.
		TfL				
Council to work with businesses to improve frontages and bring upper floors back into use	(Short/ medium term)- subject to funding	LBRuT				Implementation by 2020.
		Businesses				

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Opportunity Area/ Proposal	Indicative Timescale	Partners	Delivery Strategy	Infrastructure Requirements	Risk/ Contingency	Monitoring
Land Use policies						
Council to work with landowners to ensure development enhances Heath Road's role as a specialist retail and business area	(Short/ medium term)- subject to funding	LBRuT Landowners				Implementation by 2020.
Heath Road Railway Bridge Lighting scheme	Short-medium term		To be delivered as part of phased strategy to secure improvements to environment of town centre./ Funding- use of OLF			Implementation by 2020.

9 Appendix One - Policy Background

9.0.1 Policy Background

9.0.2 This is a summary of a document which is on the Twickenham Action Plan webpage - see www.richmond.gov.uk/twickenham_area_action_plan.htm. The Twickenham Area Action Plan has to be in conformity with these policies.

9.0.3 National Policy

9.0.4 The Plan has to be in broad conformity with national planning policy. The National Planning Policy Framework (NPPF) came into effect in March 2012, superseding previous planning guidance. Whilst the whole Framework is applicable, the following is particularly relevant with respect to the Twickenham Area Action Plan.

9.0.5 The NPPF calls for positive planning; policies should seek to redress any barriers to investment including a poor environment, encourage sustainable economic growth, support existing business sectors and allow a rapid response to changing economic circumstances. With respect to town centres, policies should recognise these as being the heart of their communities, have policies to support their viability and vitality, allocate a range of suitable sites to meet a variety of development needs (including residential) and retain and create markets. The transport system needs to be balanced in favour of sustainable transport, giving people a real choice about how they travel. Local authorities should seek to improve the quality of parking in town centres so that it is safe, convenient and secure, with charges that do not undermine the vitality of the centres.

9.0.6 Good design is seen as key to sustainable development; high quality and inclusive design should be achieved for all development, including individual buildings, public and private spaces and wider area development schemes; specific requirements are set out in more detail in paragraph 58. The NPPF points out the role of planning in facilitating social interaction and creating healthy, inclusive communities; planning should promote amongst other things active street frontages to bring people together, safe and accessible developments containing clear and legible pedestrian routes, and high quality public space to encourage the active and continual use of public areas. Planning policies should plan positively for the provision and use of shared space, community facilities and local services. The natural environment should be protected and enhanced and the historic environment conserved and enhanced, in particular, planning authorities should take into account opportunities to draw on the contribution made by the historic environment to the character of a place.

9.0.7 Whilst the NPPF post dates the London Plan, the Core Strategy and the Development Management DPD, it is considered that these adopted policies are in line with the NPPF.

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9.0.8 Regional Policy

9.0.9 The Plan also has to be in general conformity with the regional policy, this includes the London Plan, (2011), the London Economic Development Strategy (2010) and the Mayors Transport Plan (2010).

9.0.10 The London Plan provides the regional planning policy context for the Borough and together with the Borough's Local Development Framework and saved Unitary Development Plan, forms part of the adopted Development Plan. The London Plan identifies Twickenham as district centre and as having a specialised cluster of night-time activities of more than local importance. Key strategic priorities of relevance to the future development and role of Twickenham may be summarised as follows:

- Creating sustainable, safe and well designed development and a high quality suburban place;
- Realising and improving the environmental and wider value of open space;
- Promoting high quality architecture and urban design in character with the quality suburban location;
- Promoting increased use and improvements to public transport;
- Supporting sustainable communities.

9.0.11 Other relevant regional policy is The London Economic Development Strategy 2010, in particular Objective 2 and Objective 5. Objective 2 aims to ensure that London has the most competitive business environment in the world, to take this forward the Mayor will work with boroughs and other partners to improve the quality of the environment in London to attract investment and skilled labour to London (2E).

9.0.12 Objective 5 aims to maximise the benefits to London from investment to support growth and regeneration, and from the 2012 Olympic and Paralympic Games and its legacy. To take this forward the Mayor intends to work with partners to strengthen the economy across London by supporting the development of town centres in outer and inner London as hubs for their communities and local economies, including the encouragement of continuation of Business Improvement Districts ; to work with partners to take a co-ordinated and targeted approach to regeneration across London, supporting local regeneration work led by the boroughs, for example, considering how local transport and environmental improvements can best support development; and encouraging the further development of diverse and attractive neighbourhoods throughout London encouraging boroughs' efforts to improve their centres.

9.0.13 The Mayor's Transport Strategy 2010 - includes 6 goals, all of which can be considered relevant to Twickenham. These are:

- To support economic development and population growth;
- Enhance the quality of life for all Londoners;
- Improve the safety and security of all Londoners;
- Improve transport opportunities for all Londoners;

- Reduce transport's contribution to climate change and improve its resilience;
- Support delivery of the London 2012 Olympic and Paralympic Games and its legacy.

9.0.14 Proposals to achieve these goals include - Implementing Crossrail, Improving suburban and National Rail links, Keeping the bus network under review, Improving interchange between various modes of transport, Smoothing traffic flow with new traffic control systems, Making more use of the river for transport, Improving the accessibility of the transport network, improving cycling and walking and Creating better, more attractive streets

9.0.15 Local Policy

9.0.16 Other Local Policy documents also apply to Twickenham. Adopted Development Plan Documents are the Core Strategy (April 2009), the Development Management Plan (November 2011) and various Supplementary Planning Documents and guidance – the most relevant of these are the Twickenham Station and Surroundings SPD (2010), the Crane Valley Guidance SPG (2005), the Design Quality SPD (2006), Residential Design SPD 2010, Shopfronts SPD (2010) and the Street Design Guide (2006).

9.0.17 The Core Strategy is the strategic policy document, which will determine the future planning policy for the Borough. It outlines the vision, spatial strategy and 20 core planning policies on topics such as climate change, housing, employment and retailing. Whilst the majority of the spatial policies within the Core Strategy are likely to be relevant for Twickenham, the key policies relevant to Twickenham Town Centre are as follows:

- CP 5 Sustainable Travel - Policy to encourage sustainable travel by reducing need to travel by providing a range of facilities locally and locate traffic generating developments in areas well served by public transport, encouraging cycling, walking, public transport, managing traffic and parking provision and encouraging sustainable travel. The policy also seeks to support measures to minimise the impacts of Heathrow.
- CP 7 Maintaining and Improving the Local Environment - This policy ensures that the high quality and historic interest will be protected and enhanced. All new development should recognise distinctive local character and contribute to creating places of a high architectural and urban design quality that are well used and valued.
- CP 8 Town and Local Centres - This policy sets out the hierarchy of centres, with Twickenham as a district centre, as well as the importance of the town and local centres in terms of providing shops, services, employment opportunities, housing and being a focus for community life. Retail and town centre uses will be supported providing that it is appropriate to the role in the hierarchy of the centres, and respects the character, environment and historical interest of the area.
- CP 9 Twickenham Town Centre - This policy is the only policy within the Core Strategy dedicated to a single town centre, and it sets out the Council's intention

Adopted Twickenham Area Action Plan

to revitalise Twickenham town centre. Its aim is to achieve a high quality district centre serving local residents, workers and visitors, which is founded on the principles of sustainability. The policy requires high quality sustainable and accessible design through redevelopment and refurbishment of existing built environment and public space. The town centre is promoted as employment location, district retail centre, visitor and tourist destination, centre for sports, leisure, arts and cultural activities as well as a place with a diverse evening economy attractive to all age groups. The policy also focuses on improving the local environment and enhancing the historic environment and riverside. Improving traffic management and public transport, the station interchange facilities and bus stops as well as pedestrian and cycle links to and from the centre are further requirements of this policy. It also requires decentralised energy generation initiatives in appropriate development.

- CP 10 Open Land and Parks - This policy protects and enhances the open environment and is particularly relevant for Twickenham Town Centre as Metropolitan Open Land, Other Open Land of Townscape Importance, Registered Parks and Gardens and green chains are specifically referred to within the policy. These will be safeguarded and improved for biodiversity, sport, recreation, heritage and for visual reasons.
- CP 11 River Thames Corridor - This policy protects and enhances the natural and built environment and the unique historic landscape of the River Thames corridor within the Borough. The special character of the different reaches identified in the Thames Strategy and the Thames Landscape Strategy will be respected. It also refers to the protection and encouragement of river related industries.
- CP 12 River Crane Corridor - This policy aims to improve the strategic River Crane corridor to provide an attractive open space with improvements to the biodiversity. Developments in and adjacent to the River Crane Corridor will be expected to contribute to improving the environment and access, in line with planning guidance.

9.0.18 The Development Management Plan sets out detailed policies for the control of development – of particular relevance are policies for the various uses – housing, employment and retail, and those covering the design of development, mixed development, taller buildings and infill development.

9.0.19 All of these policies will be applied to Twickenham in addition to the policies and proposals within the Twickenham Area Action Plan.

10 Appendix Two - Saved UDP Policies Superseded

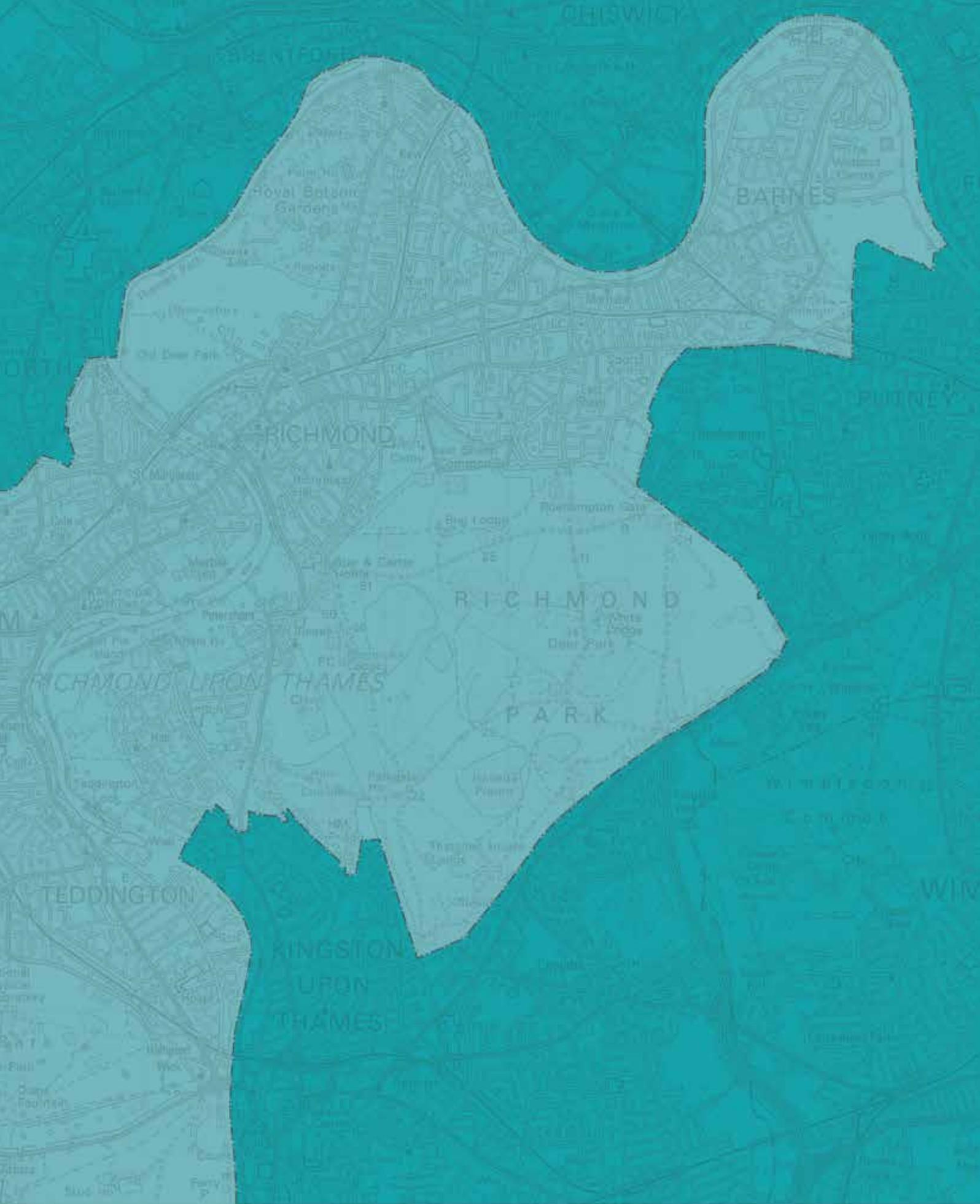
Saved UDP Policies superseded by the Twickenham Area Action Plan

UDP Number	Site	Replaced in TAAP by
T1	Twickenham Riverside	TW 7 (larger area than TW1)
T3	Post Office Sorting Office	TW 1

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UDP Number	Site	Replaced in TAAP by
T5	Garfield Roadimprovement	Proposals within TAAP
T6	Church Streetpedestrianisation	Proposals within TAAP
T11	Embankment – passenger stage	Similar proposals within TAAP
T15	Holly RoadServicing	Proposals within TAAP
T17	Twickenham Station	n/a – site now has permission
T23	Station Yard	TW2



London Borough of Richmond upon Thames

Environment Directorate

Policy & Design Section

Civic Centre

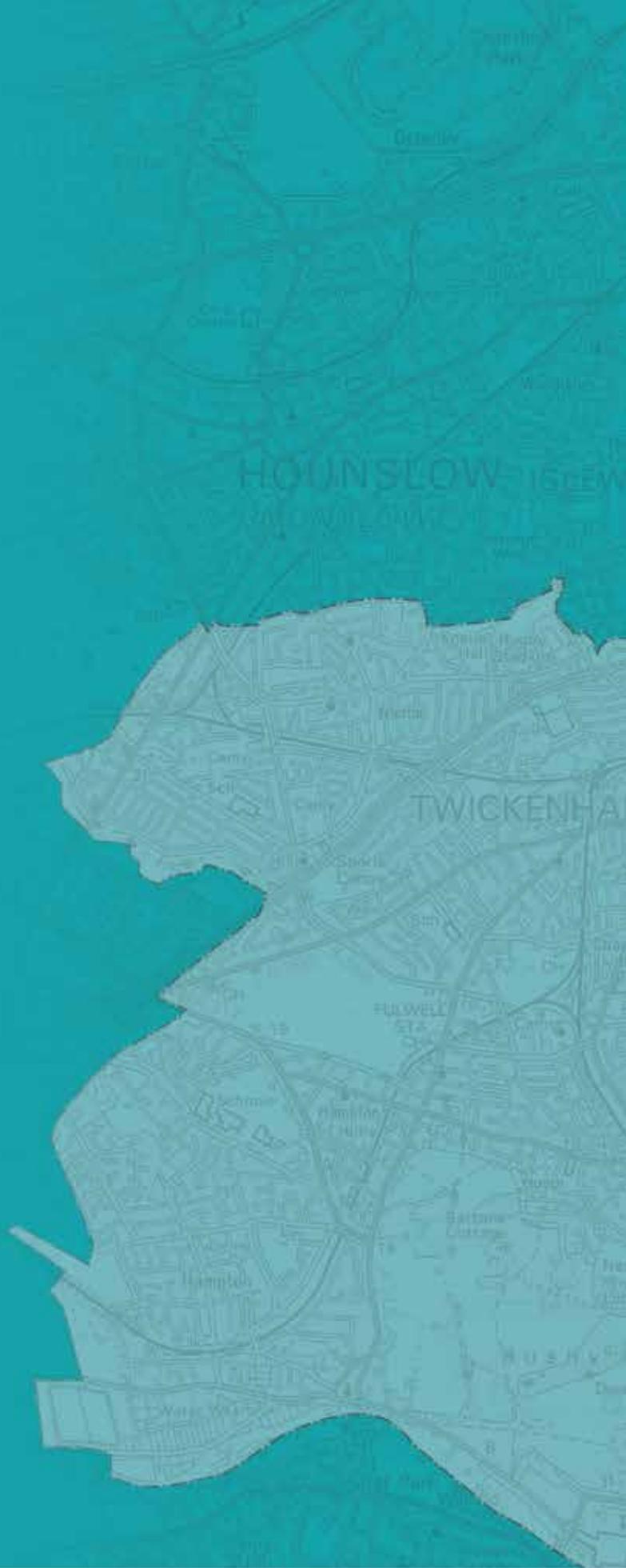
44 York Street

Twickenham

Middlesex TW1 3BZ

T 020 8891 7117

www.richmond.gov.uk



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