



kemp
muir
wealleans

TWICKENHAM RIVERSIDE

DESIGN REPORT

PREPARED BY

KEMP MUIR WEALLEANS

architects
& designers



INDEX

- 1.0 Site History
- 2.0 Site Constraints and Opportunities
- 3.0 Objectives
- 4.0 Strengthening the retail offering on King Street and in Water Lane
- 5.0 Encouraging shoppers to the town with markets
- 6.0 The New Town Square(s)
- 7.0 Kings Square and the Market Hall Building
- 7.1 Option 1
- 7.2 Option 2
- 7.3 Option 3
- 8.0 Queen's Square
- 9.0 Design Proposal
- 9.1 Sustainable Construction
- 10.0 Meeting the requirements of Twickenham Area Action Plan (TAAP)
- 10.1 Pedestrian environment and dominance of parked and moving traffic
- 10.2 Upgrading the Embankment
- 10.3 Visual impact of the proposals on Eel Pie Island
- 11.0 Improving Links
- 12.0 The Service Access Road to the Rear of King Street
- 13.0 Transport Proposals in Twickenham Riverside and Approaches
- 14.0 Environmental Proposals in Twickenham Riverside and Approaches



Section through Water Lane



Introduction

This document is submitted by Kemp Muir Wealeans architects and urban designers and comprises the design report in support of our submission made in response to the 'London Borough of Richmond upon Thames Invitation to Tender (ITT) To Provide Architectural and Master Planning Consultancy Services For Twickenham Riverside.'



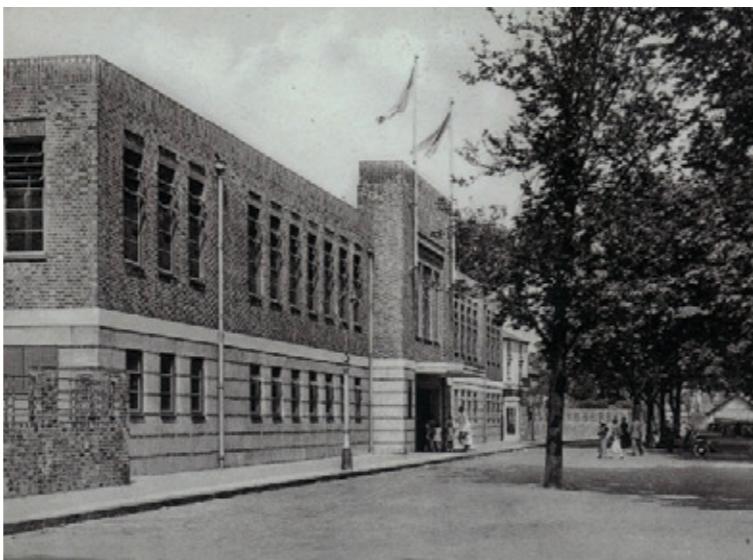
Map of Twickenham in 1907



Charlie Shore's regatta with the three storey high house in the background



6th June 2012 Twickenham Riverside Jubilee Festival



Twickenham Swimming Baths prior to closure



Queen's Hall, in need of restoration

1.0 Site History

The history of the Embankment area of Twickenham between Water Lane and Wharf Lane goes back to the legacy of Richmond House and its grounds. The house, an impressive villa, built in the late 1650's, was situated on 4 acres on the banks of the Thames opposite Eel Pie Island and between King Street, Water Lane and Wharf Lane in Twickenham.

The house was demolished in the 1920's and part of the ground was used to widen King Street and a private developer built a line of shops with flats above. A swimming pool and roads took up the rest of the site and the house and its history disappeared.

Twickenham Riverside open-air pool was opened on the site in 1935 and closed in 1980. It has been the focus of a 30-year campaign to keep the land for community use.

The pool site is part of the former grounds of Richmond House and next to it is the old site of Charlie Shore's Boat House, known for its Water Carnival and Regatta, which ceased soon after the Second World War and has recently been revived by Twickenham Rowing Club. Old photographs of the regatta show a prominent three storey high building next to the Embankment at the bottom of Water Lane.

Between the old pool site and the site of Charlie Shore's Boat House is Queen's Hall, now in need of restoration, and famous for the debut of Lilly Langtry. Opposite this whole area is Eel Pie Island, site of Twickenham Rowing Club, one of the oldest rowing clubs in London. The island has a working boat yard, a number of artists' studios and an eclectic collection of highly individualised homes.

2012 saw the opening of the Diamond Jubilee Gardens on the old pool site in the former gardens of Richmond House.



The Car Park in Water Lane acquired by the Council



King Street properties acquired by the Council



View across car park looking West



Houses fronting Water Lane



Twickenham Riverside aerial

2.0 Site Constraints and Opportunities

The recent acquisition by the Council of properties in King Street creates a chance to link the centre of Twickenham with the Thames and the Embankment. Taken together with the Diamond Jubilee Gardens and the Embankment it creates a unique opportunity to provide publicly accessible facilities that are sufficient in size and mixture of uses to give the centre of Twickenham a vibrant new heart and an enviable presence on the River Thames.

The site is a combination of land currently used for retail purposes and land that was once part of the former Twickenham Baths site. It fronts Water Lane and stretches from King Street to the Embankment. On its west side it adjoins the Diamond Jubilee Gardens that have been located on the former Baths site and it adjoins shops in King Street. The King Street frontage is part of Twickenham's prime retail frontage.

The site is relatively small and rectangular, with sides of 85m and 25m. The side that opens onto the Embankment is subject to flooding. The Water Lane frontage is close to housing on the opposite side of the road. The site slopes down approximately three meters from King Street to the Embankment.

Vehicular access is restricted to one-way roads. There is an aspiration to have the Embankment as a traffic-free zone, but at present it is a public highway and its use is necessary for the emergency services, local businesses and residents. It is stipulated in the development brief that the existing service road that runs along the rear of the King Street shops should be extended to join Water Lane. This will allow Water Lane and Wharf Lane south of this link and the Embankment to become a pedestrian priority zone with only approved vehicles being allowed onto the Embankment.

The site currently accommodates a private car park that will be removed by this development. There are a limited number of parking places on or near the site.

All supplies and materials to Eel Pie Island have to be ported across a pedestrian bridge or carried by barge. There has to be good access at the end of the Eel Pie bridge for loading and manoeuvring vehicles that are sometimes 15m long.

The site is in a conspicuous position in a conservation area and various planning documents and reports have set strict criteria for its development. In 1991 the Planning Inspector in charge of the enquiry into the proposed M&S development laid down guidelines that specified that any development of the swimming pool site should be on the scale of the existing pool buildings and that it should consist of small units rather than large blocks. He also stressed the need for it to fit well with the local context.



Water Lane from the Embankment



Water lane looking North West



Water Lane



View along King St. with the Water Lane entrance to the right hand side

There are long-established business, social and residential communities in the riverside area, on the mainland and on the island in roughly equal proportions. The development needs to enhance the existing community, not displace it.

The Council has recently acquired properties within the centre of Twickenham at 1, 1a and 1b King Street and car park land in Water Lane to facilitate the potential development and creation of this town square and the opportunity is now available to progress an appropriate design for this and adjoining sites in the Council's freehold ownership.

There is a desire to continue the transformation of the town, to create a town that is vibrant; a town that is an attractive destination for residents, businesses and visitors; a town that respects its history and place; a town that can offer a range of experiences and opportunities to establish and engender a strong community spirit; a sustainable town that will stand the test of time for many decades to come.

The Council is the land-owner within the area under consideration and the site is an essential part of Twickenham Embankment which runs from Champions Wharf to the east and Wharf Lane to the west. Currently it does not make the most of the Embankment's links to the town centre along either Water Lane or Wharf Lane and does little to contribute positively to the character or vitality of the Embankment that exists further east.



A town square on King Street and at the top of Water Lane running down to the Embankment

3.0 Objectives

In responding to the objectives contained in the Invitation to Tender our submission includes the following:

- A town square on King Street and at the top of Water Lane, and one that is sufficient in size to support local market activity.
- The opportunity for niche restaurants, retail, arts and crafts, and commercial activity within the overall scheme. These activities are complimentary in style and formation to surrounding retail streets, specifically Church Street and create the opportunity for alfresco/cafe dining activity overlooking the Thames.
- Facilities for a 'front of house/reception' for Council services to be provided.
- Connects to, and is complimentary of, existing properties not within the ownership of the Council on King Street and Water Lane.
- A proportion of residential accommodation including shared ownership options.
- Further open space to provide for good connections to existing open space and access to the Diamond Jubilee Gardens.
- An area for performance on the Embankment in the form of an amphitheatre.
- Connections with and development of the access road at the rear of King Street, with the potential to establish retail activity that is complimentary to the overall site.
- Facilities that could be available for community use including function room, café, toilets, room to hire.



The shops in Church Street



Church Street a day after England v France at Twickenham



In Water Lane the majority of the east side of the street is in residential use



The existing shops in Water Lane on the same day



Festival market in Boston, USA

4.0 Strengthening the retail offering on King Street and in Water Lane

Within Water Lane the development opportunity is confined to the west side of the street. Successful traditional street retailing such as that in Church Street relies on shops fronting pavements on both sides of a street. In Water Lane the majority of the east side of the street is in residential use and that cannot easily be changed. The retail offering that currently exists is confined to four units.

- Tasty Garden – a food take away unit
- Barbers – a barber shop
- Emiliys – a second hand furniture shop
- Wake and Payne – a funeral director

Creating conventional new shops on the upper west side of Water Lane is possible but, as the level of Water Lane falls below flood level, shops would need to be set higher than the pavement at a level of approximately 1.5 meters above the Embankment and as a result could not be accessed from the back of the existing pavement.

A more dynamic retail intervention than traditional pavement edge shops needs to be found to generate retail activity in Water Lane and lead people down to the Embankment. We have therefore conceived a development within the Brief Plan area of the site that will promote retail activity within the new town square. This retail activity comprises a combination of restaurants and what has at times been referred to as Festival Market shopping.

Ironically, a festival marketplace, is a realisation by developers in the United States of an idea, conceived for European style markets, that took hold in the United States in an effort to revitalise town centres in major US cities in the late 20th century. They were a leading town centre strategy in American cities during the 1970s and 1980s. The guiding principles are a mix of local tenants instead of chain stores, design of shop stalls and common areas to energise the space, and uncomplicated architectural ornament in order to highlight the goods. The emphasis is on an informal and relaxed style of shopping. There are few necessities to purchase; any goods that may be seen as a little out of the ordinary are given precedence.

Through entertainment and a profusion of eating areas a venue is created which attempts to offer the excitement and fun of fairs of bygone eras. The festival marketplace is in many respects the epitome of theatre, a place where consumers may be simultaneously players and spectators. It is, therefore, considered to best illustrate the nature of recreational shopping, a majority of its visitors coming purely to browse and 'soak up' the experience. This type of retailing has started to grow naturally in Church Street and given the right built environment and management will flourish in the scheme we propose.



The Market Hall in Venice is an exemplar



Inside the Market Hall in Venice



A landmark building in the form of a Market Hall

We propose that the catalyst for this increased activity should be a combination of market trading, traditional retailing and food (restaurant) retailing. To make this work all year round and in all weathers we include a landmark building at the set-back junction of Water Lane and King Street in the form of a Market Hall that combines shelter for market traders with a new retail unit.

We locate the restaurants nearer the Embankment than the Market Hall. The Town Square, the Market Hall building, the restaurants and the retail activity generated will be a focus for shoppers and visitors to Twickenham and encourage people into Water Lane and down to the Embankment.

The new retail unit, sized to reflect the demands of modern town centre retailers, will occupy the ground floor and basement of a new shop-unit located immediately adjacent to Kings Parade and fronting both King Street and the new Market Hall. This shop will itself act as a retail anchor drawing footfall to the top of Water lane.



The French Market in Church Street



The Italian Market in Church Street

5.0 Encouraging shoppers to the town with markets

Identifying that markets are a fantastic way to bring a town to life, the Portas Review recommended setting up a National Market Day and removing the unnecessary regulations which inhibit people from setting up as market traders.

Government has lent its backing to and helped fund the Love Your Local Market campaign, run by the National Association of British Market Authorities.

This year's Love Your Local Market fortnight will run from 13-27 May. In recent years over 700 places ran over 3,500 markets during the fortnight, and last year almost 3,000 free or subsidised pitches were taken by new traders.

The National Market Traders Federation has also launched initiatives such as market apprenticeships and new markets to get hundreds of young people taking part in trading for the first time, and there has been an increase in the diversity of organisations running markets, with farmers' markets, community and social enterprises and independent operators taking the place previously held by councils.

Nearly half of markets participating believe that Love Your Local Market has made their markets 'more vibrant', and footfall in participating towns increased.

Given this support, demand, and level of activity Twickenham's market square when completed will rapidly become recognised as the heart of the town and its most significant public space. A variety of events and activities will take place there including festivals, family fun day, and arts and crafts days for children and families. Spontaneous gatherings should be encouraged in the space.



Twickenham Farmers Market



Typical street food at Twickenham French Market - offering restaurant standard food to eat at home

The existing farmers market in the Holly Road car park can relocate to the square and would anchor the site as a constant weekly presence. The increased town centre activity the square generates will play a beneficial role in the town because its activities will give people a reason to go into the town centre and to feel comfortable there and this will gradually change more people's attitudes towards the town centre. Existing traders will benefit from the increased footfall shift and hopefully respond with both renewed interest and new retail investment.

The square will stimulate new programs that might include musical performances by the local schools, a corporate-sponsored weekly concert series, sponsored events by local groups and, approaching Christmas, carol singing.

The square should be used to create alliances with other Twickenham town groups, as a way to build community and work toward revitalising the town centre, as part of a re-education process that recognises that some people who have lived in the area for many years have learned to go out of Twickenham to go shopping, to eat, and for entertainment. Now we will be able to re-educate the community to get them to come to our town centre.

Getting events organised will be critical for the success of the square and bringing new attention and people to the town centre. Management of the space should be organised at the beginning of the planning process. Also important from the start is determining which authority will be responsible for maintaining the space, overseeing the development of new elements to be added (such as kiosk shopping), and for officially dealing with applications for events.



6.0 The New Town Square(s)

Twickenham has several open spaces but it does not have a main town square. To address this we have created a town square effectively measuring eighty five meters by twenty five meters adjoining Water Lane and running from King Street to the Embankment. This square is bisected at roughly its mid-point by the extension of the service road that links it with Water Lane.

This and an associated change of level divides the town square into two linked squares comprising an upper square, (King's Square) on the King Street side and a lower Square, (Queen's Square) on the Embankment side. In King's Square we propose a landmark Market Hall and in Queen's Square we propose restaurants, an amphitheatre, housing, public toilets and the council services facility.



The Market Hall will be a landmark building



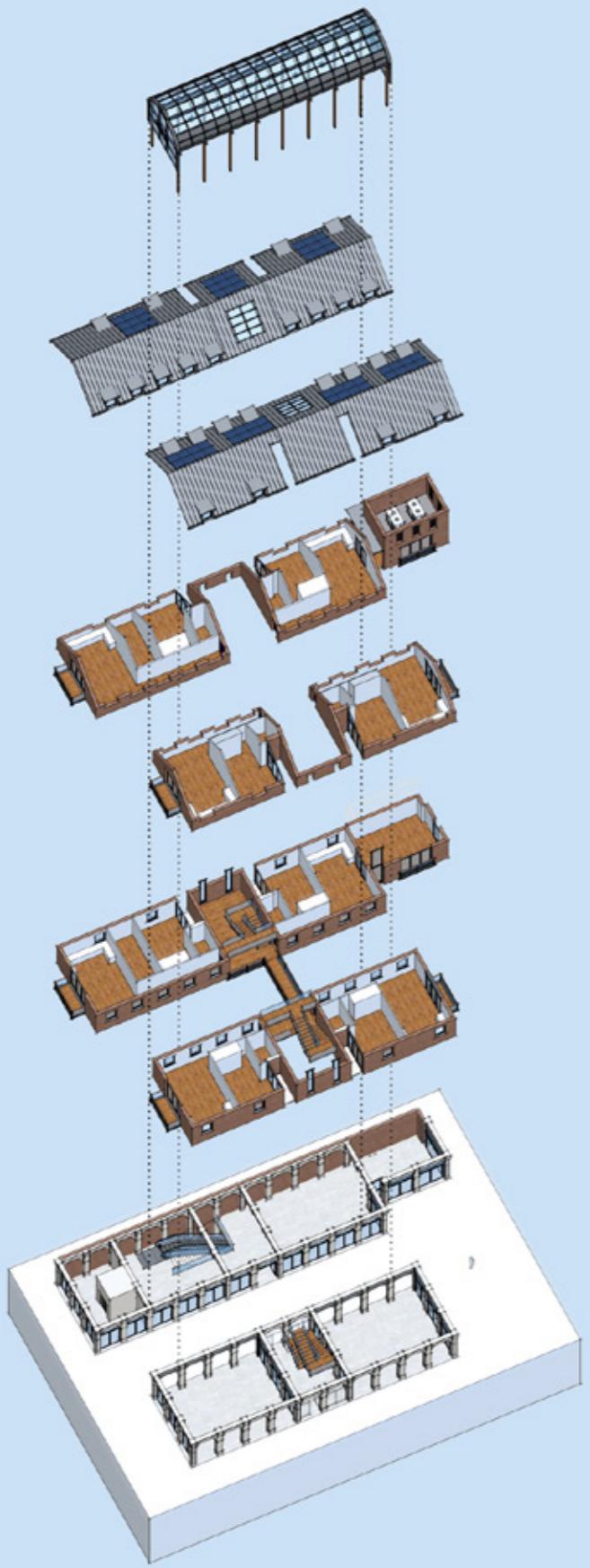
It will create additional footfall in Water Lane

7.0 King's Square and the Market Hall Building

Within the King's Square, fronting King Street and Water Lane, we have located an iconic market hall that shelters part of the square and is open on three sides allowing pedestrians to enter freely and encouraging views and links towards the Embankment, Eel Pie Island and Jubilee Gardens.

We have sought, by meticulously positioning of the Market Hall building, to avoid destroying Water Lane by the removal, without replacement of the Council owned buildings on its west side and to maintain a built form on both side of the street to continue the pattern of the old urban area that would otherwise become unrecognisable if one side of Water Lane was open and the medieval street pattern in this part of Twickenham was lost.

The combination of town square and Market Hall creates a civic space in the tradition of town centres. The Market Hall building will be a landmark building that will have considerable presence in the centre of the town. It will act as a focal point when seen from a long way up London Road and also when seen along the western approach to the town centre looking down Heath Road. It will enhance, enlarge and frame key views to the Embankment, create additional footfall in Water Lane and provide new attractive pedestrian links to the Diamond Jubilee Gardens. It will hallmark Twickenham Town Centre.



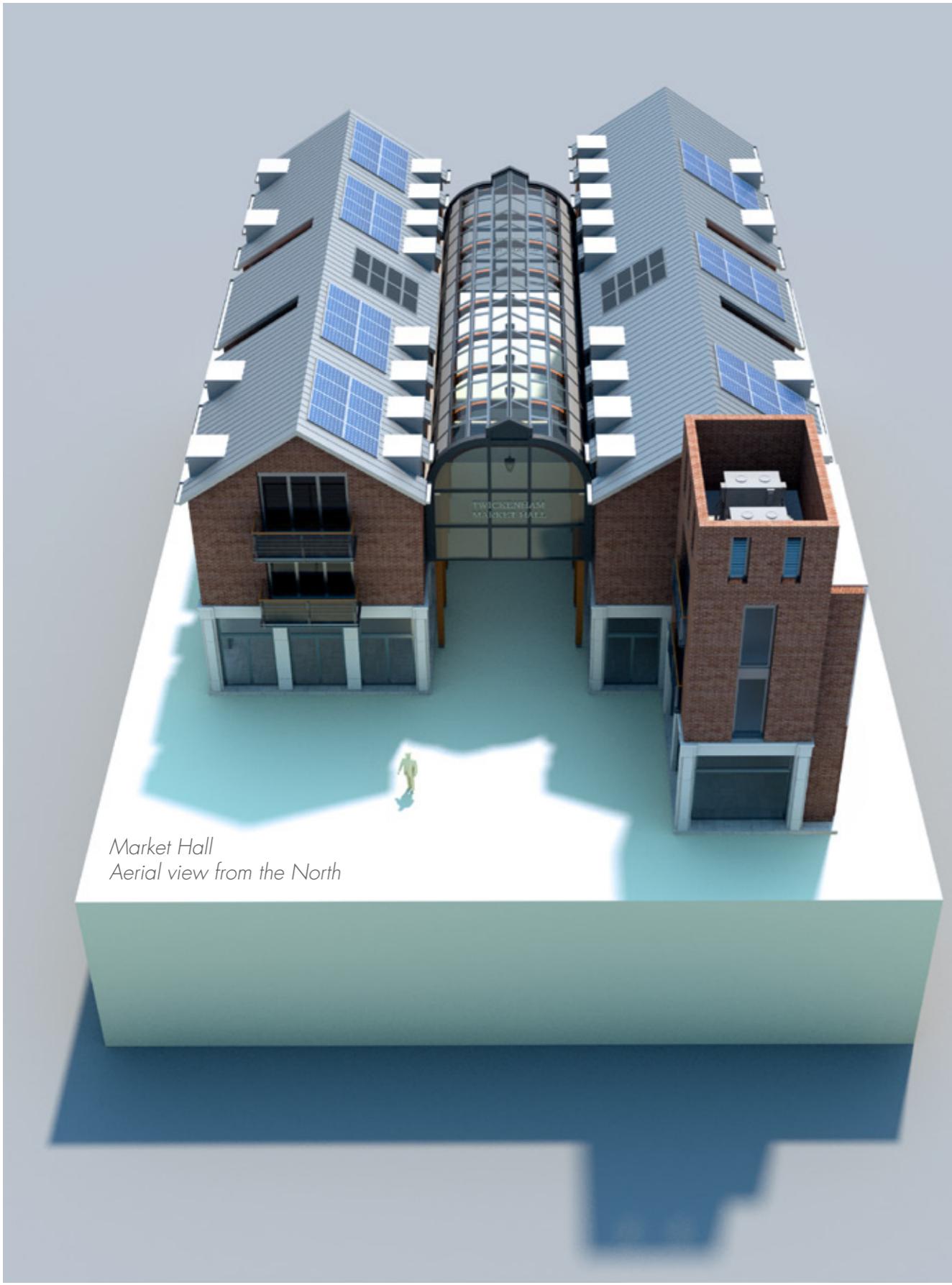
Exploded axonometric



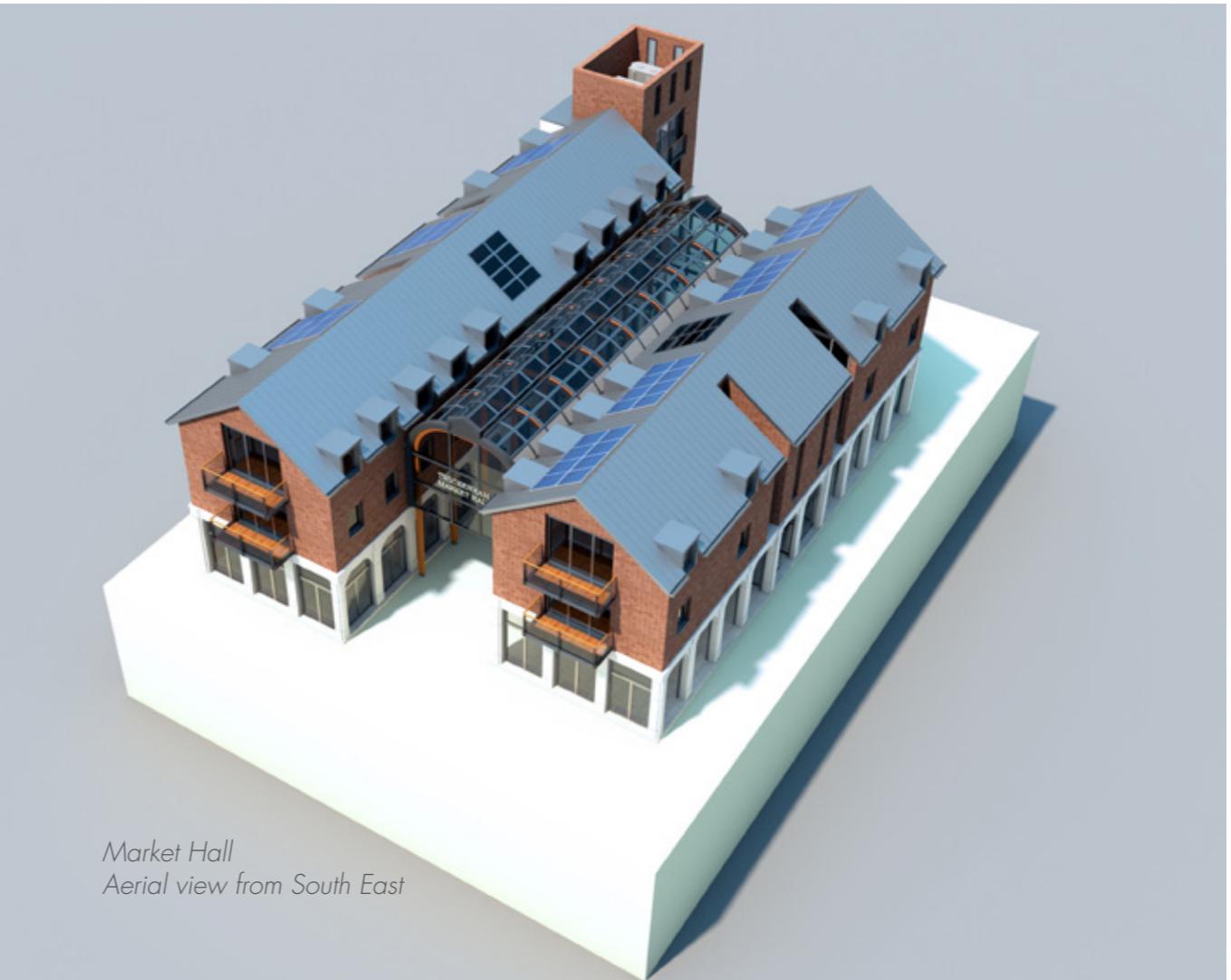
Cross section



Sectional perspectives



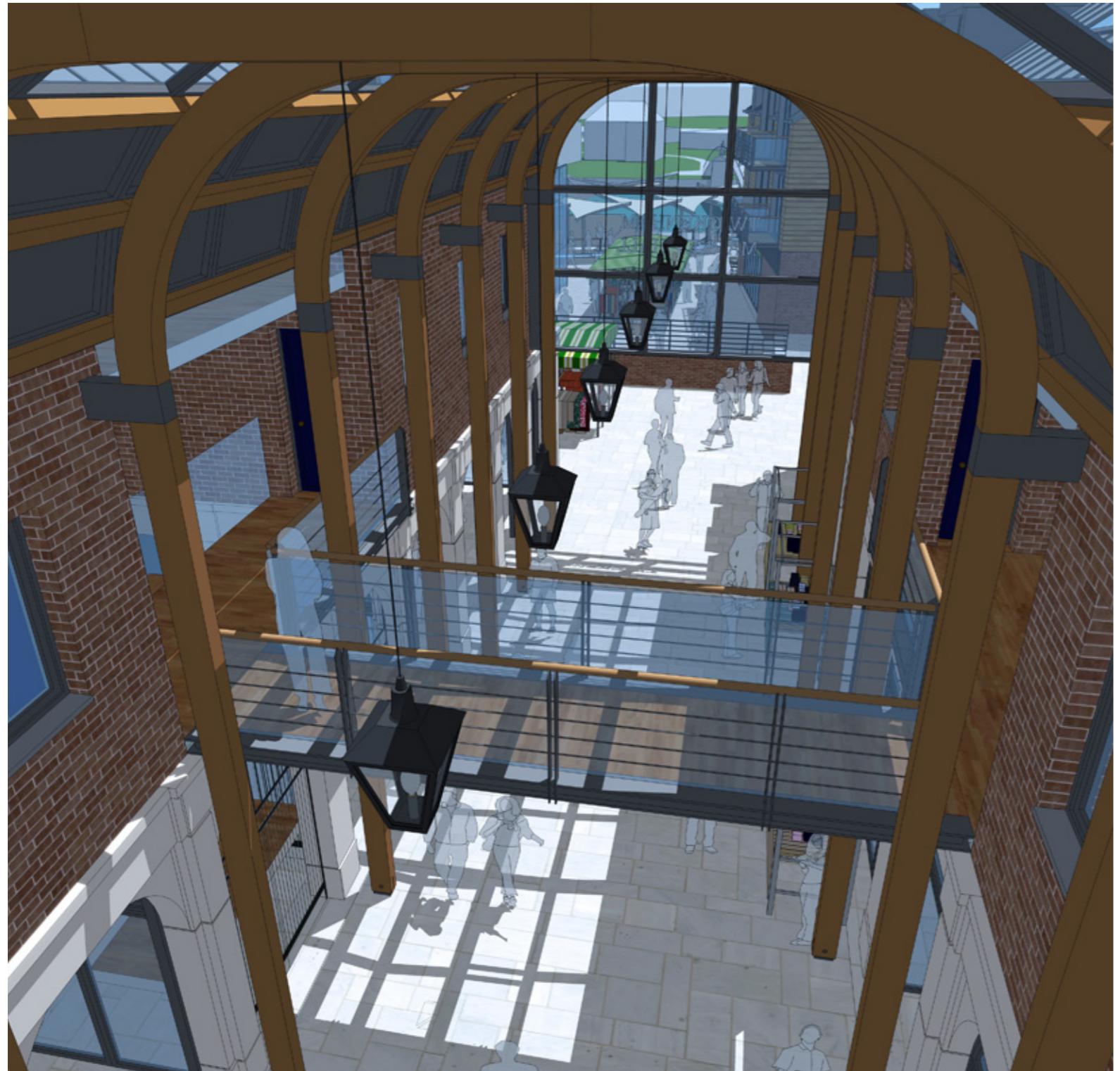
Market Hall
Aerial view from the North



Market Hall
Aerial view from South East



Interior view of Market Hall



The covered market area

7.1 Option 1

Market Hall Building

- Covered area for traders: 340 m² (3656 ft²)
- Retail unit: 993 m² (10,688 ft²)
- Innovation Centre 868 m² (9362 ft²)

Thanks to its existing expert and imaginative town centre management Twickenham already enjoys a wide-ranging series of events in its streets and public spaces. The new town square and market hall will create a strong focal point for these activities and may include:

- Relocated farmers market held on Saturdays freeing up town centre parking in the Holly Road Car park
- French, Italian, German markets in liaison with Church Street
- Additional space for Church Street Craft Fair
- Additional space for Church Street Goes Green, Twickenham Alive's Riverside Festival etc
- Street food offerings
- Permanent market kiosks
- Covered space for public events
- History Wall



The Town Square and Market Hall on the corner of King Street and Water Lane



The new retail unit opening onto King Street



Our Innovation Centre in Farnham

Traditional Retailing - Demolishing the Council owned buildings on the corner of King Street and Water Lane will result in a loss of, arguably, poor quality retail space and this should be replaced with better quality space sized to suit the demand that modern retailers have for larger units than are currently available in central Twickenham. To do so will assist the project to be self-funding.

In setting out the new Town Square we have therefore included an important new retail unit alongside the King Street parade of shops. This unit will offer trading at ground and basement level in a new shop unit that will have an area of $993 \text{ m}^2 / 10,688 \text{ ft}^2$

An Innovation Centre - The first and second floors of the Market Hall building offer space that can be used for either a workplace or a residential environment. In Option 1 we propose that it is used as an Innovation Centre to promote small businesses in Twickenham.

The term innovation centre can mean a number of things – it is a word used to describe office space where lots of similar businesses are. They normally consists of a mix of open work areas where people can collaborate and pool ideas, run networking events, meet venture capitalists and run an annual conference. There are also innovation centres spreading across many different industries; from biology, furniture, business, digital media etc.

The idea of innovation centres is to bring together like-minded individuals to share ideas and create the future. Our thoughts are, that as a foil and complement to the businesses on Eel Pie Island, it could here cater for the new generation of designers working in the fields of media graphics, web design, visualisation, animation and associated industries.



Access to residential accommodation at first and second floor in Market Hall



Sectional perspective - First and second floor flats above Market Hall and retail in basement

7.2 Option 2

Market Hall Building

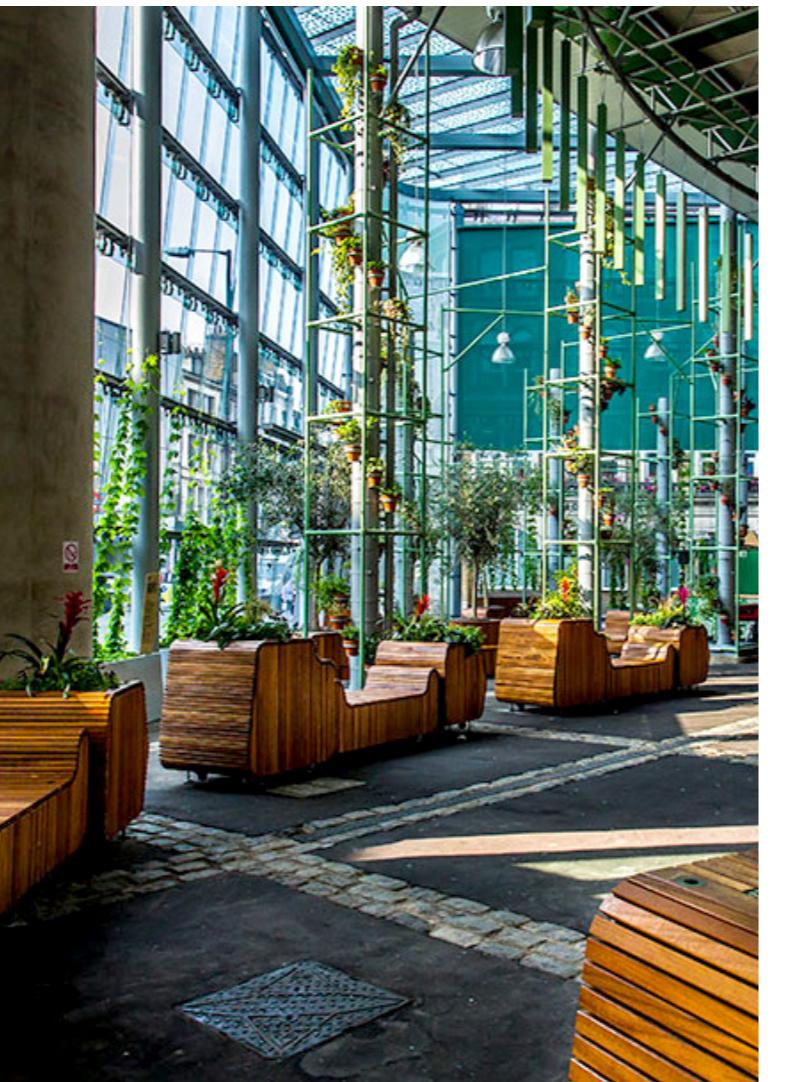
- Covered area market traders: 340 m² (3656 ft²)
- Retail unit: 993 m² (10,688 ft²)
- 6 X 1BR/2P residential units
- 2 X 2BR/4P residential units

Both the market trading uses and the retail offer would remain as for Option 1 but the Innovation Centre would be omitted to be replaced by Affordable Housing.

Residential Use - Recent initiatives have encouraged people to live in properties over shops in certain areas of town centre regeneration so that not only do town centres remain populated outside business hours but also because a resident population may increase economic activity in the town. Option 2 proposes that instead of an Innovation Centre, 8 residential units are located on the first and second floor of the Market Hall building. They are designed in accordance with the requirements of the London Plan and are suitable for shared ownership or other affordable tenure as may be required.



Market Hall at Borough Market



7.3 Option 3

Option 3 proposes an exciting variation to the uses within the Market Hall building. It takes its inspiration from recent developments at Borough Market, London SE1. Where, since late 2013, shoppers have been able to enjoy a new urban space which has been developed in partnership with Natural England and with the support of Bankside Urban Forest. There the Market Hall, a striking glass structure, offers shoppers a place to sit, eat, relax and chat, while discovering more about the Market and the food it sells. It is simultaneously a classroom, a kitchen, an orchard, an information hub and a dining hall, contained within a highly distinctive and architecturally innovative public space.

Throughout the year, the Market Hall is used for growing hops, fruit, flowers, herbs, olives and salad leaves, resulting in a wonderfully fragrant and visually stimulating environment as well as providing a highly engaging focus for educational programmes.

The Market Hall we propose has been designed to maximise its horticultural potential, with huge amounts of light flooding in through the glass. As part of the Market's commitment to sustainability, the plants would be watered using a rainwater irrigation system.

The resulting produce would be used for cooking demonstrations, tastings, workshops and, in the case of the hops, potentially even the brewing of a Twickenham Market beer.

The Market Hall would be open all week, not just the main trading days, providing plenty of opportunities for school and community groups to visit. There could be a demonstration kitchen in the Market Hall that would cater for a lunch market and on event days there could be guest chefs for demonstrations designed to showcase different ingredients, themes and skills. The Market would not just be about shopping but should be a place where the experience is almost as important as the function. The Market Hall means that the possibilities for experiencing food in all manner of different ways would be a reality in Twickenham.



Queen's Square and the amphitheatre at junction of Water Lane with the Embankment



Visitors use their smart phones at the History Wall

8.0 Queen's Square

Queen's Square extends from a point approximately half way up Water Lane to the Embankment and is set approximately 1.5 meters above the Embankment to lift it out of the flood plain. It comprises a town square with open aspect to the river side and presents an iconic single storey fully glazed prism to the lower part of Water Lane. This intervention is a landmark and will not only be sufficient to create an urban edge to Water Lane but will also be transparent enough to maximise open views to the Embankment. The glass prism comprises the upper level of an atrium that accesses function and meeting rooms below the square.

Within Queen's Square, located on its western side is a restaurant building enjoying wonderful views of the river and encouraging alfresco dining in the square and we have located an amphitheatre on the corner of Water Lane and the Embankment.

Above the restaurants are two floors of residential apartments and at the edge of the site with Diamond Jubilee Gardens is located the Council reception services unit.

The Queen's Square facilities include a 125 seat amphitheatre with access to power, water-play features, interactive public art structures, public toilets and open space. The back of the amphitheatre's screen wall will be a history wall displaying images of Twickenham's past. Visitors can direct their smart phones at the images displayed for more information.

With its prime location, infrastructure and surrounds, the Town Square provides an exciting opportunity for community interaction and participation. The Town Square facilities are available for use on a casual basis or for community events by Not for Profit Community Groups (also including schools, fundraising groups, sporting groups) and Commercial groups.

Queen's Square accommodates the following uses:

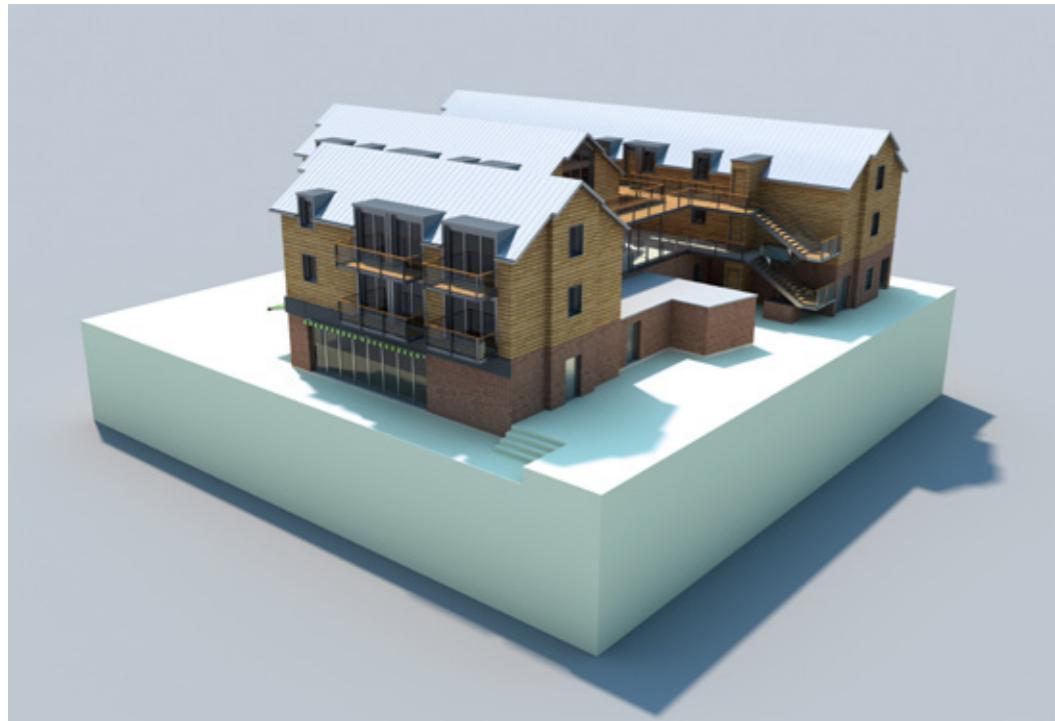
- Restaurants, Function Room and kitchens - 992 m²(10,678 ft²)
- Residential (above restaurants) - 946 m²(10,183 ft²)
- Amphitheatre - 125 audience seating
- Public Toilets - 90 m²(968 ft²)
- Council Reception - 180 m²(1937 ft²)
- Market Storage - 129 m²(1388 ft²)
- Cycle Stores
- Refuse Stores
- Sub-station (retained)



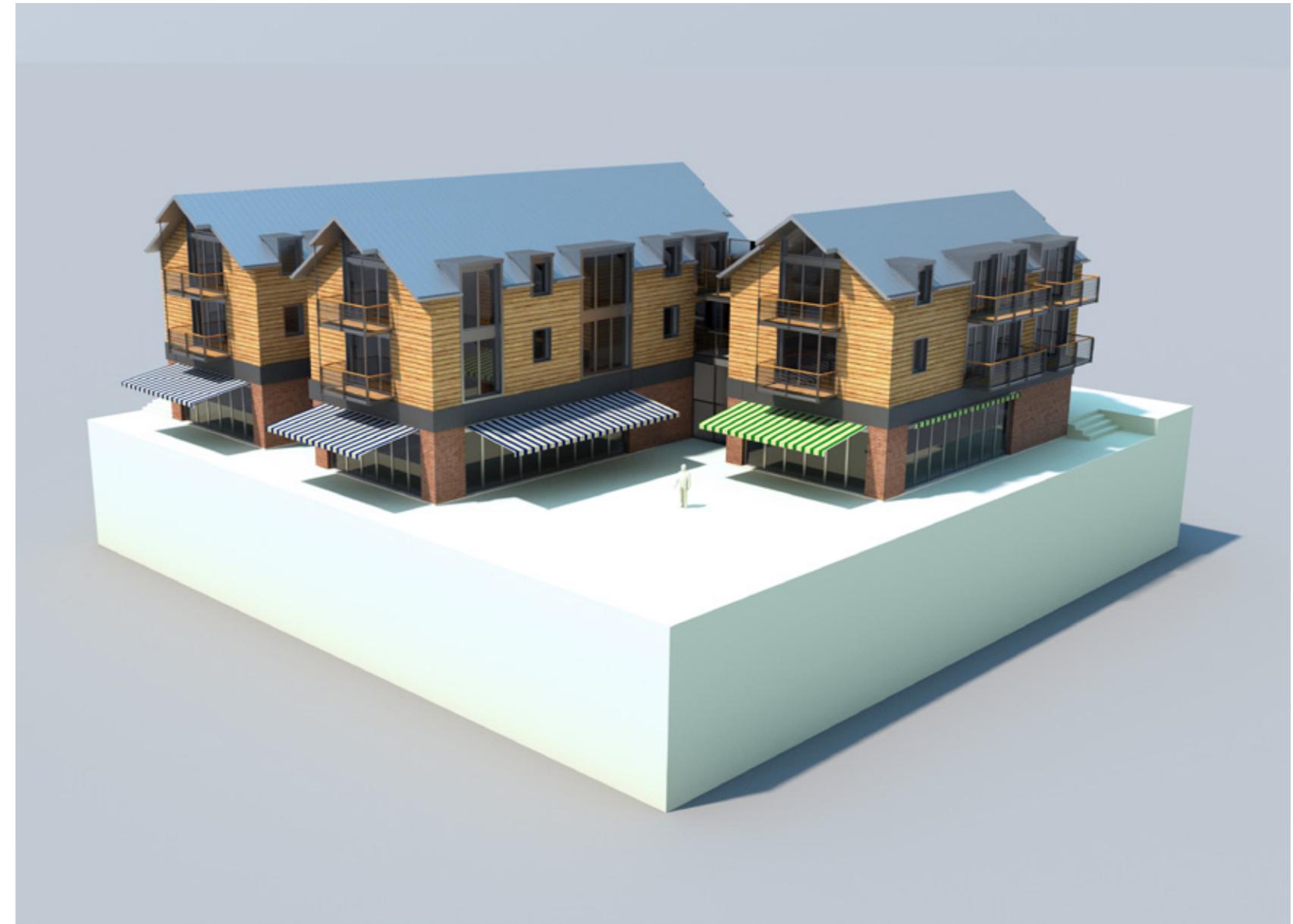
Queen's Square from bridge to Eel Pie Island
(Proposed)



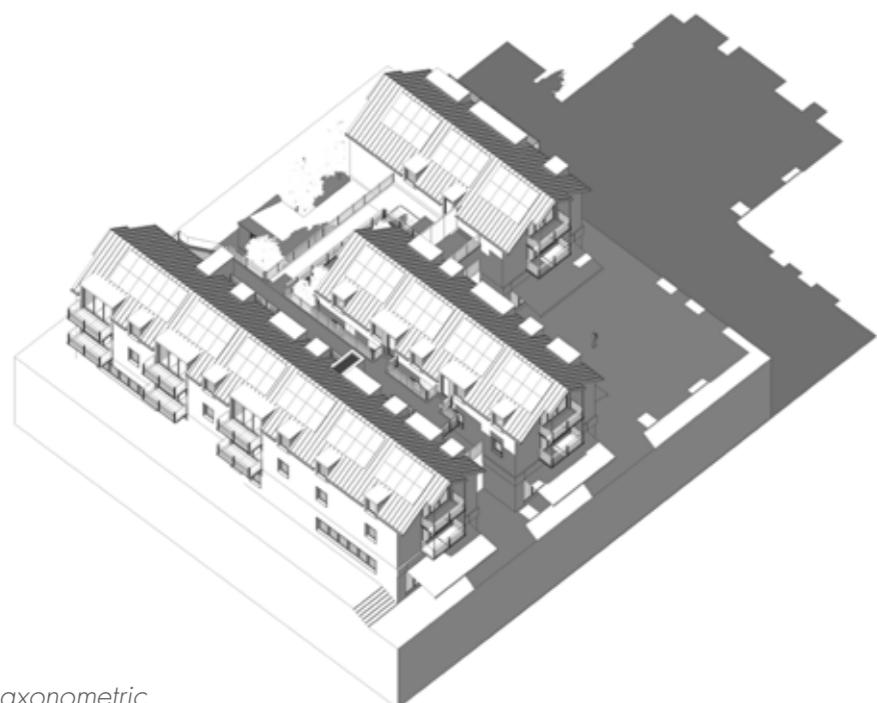
Existing view towards Queen's Square



Queen's Square
Aerial view from North East



Queen's Square
Aerial view from South East



Aerial axonometric



West elevation to Diamond Jubilee Gardens



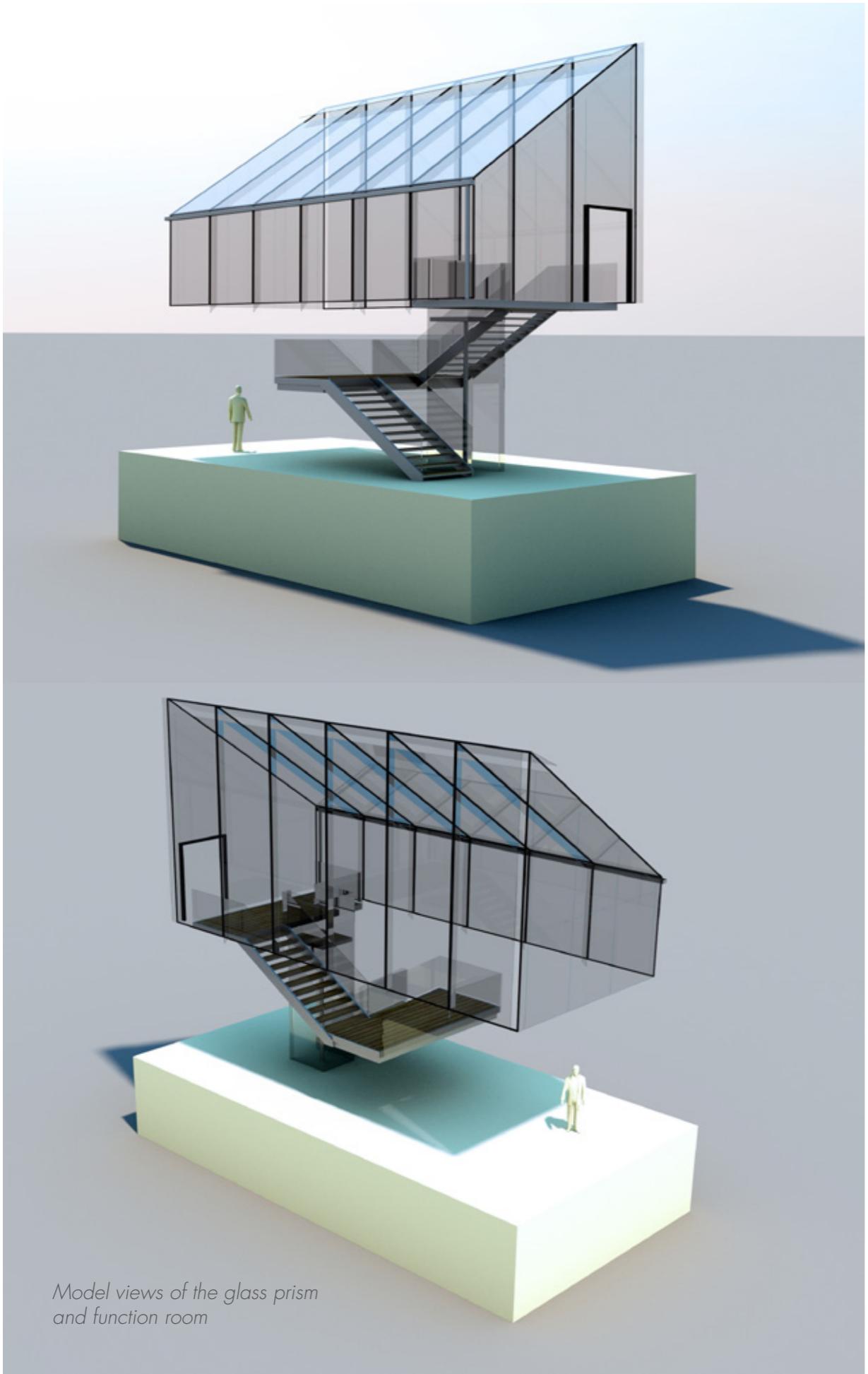
South elevation to Riverside



East elevation to Queen's Square



North elevation to flats



Queen's Square - aerial view looking South West



Queen's Square - looking North

PHASING DIAGRAMS



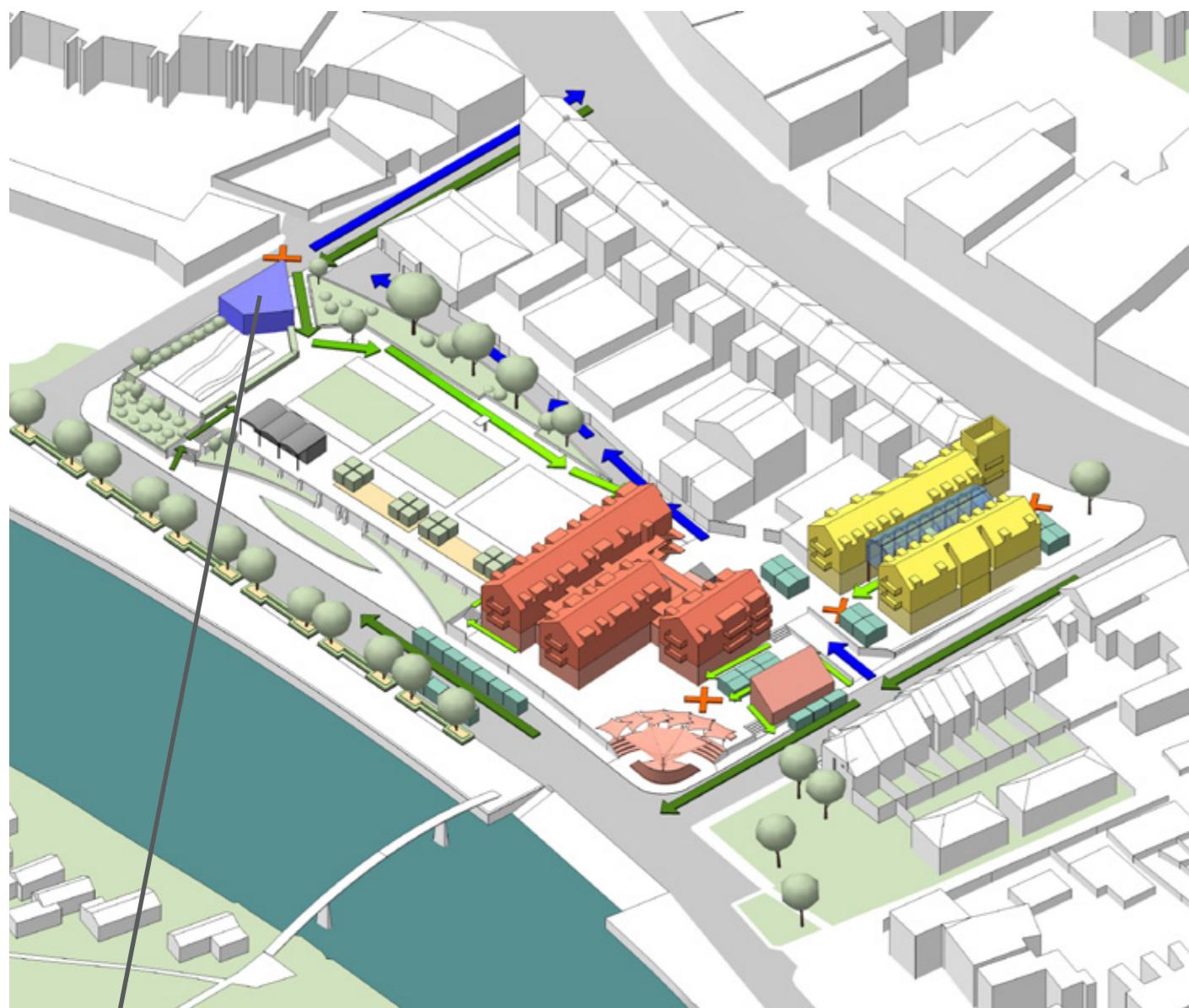
Existing



Phase 1 Riverside flats, restaurant, function room and amphitheatre



Phase 2 Market Hall, flats and retail



Possible Phase 3 Community building to act as a focal point



Overview



Alfresco dining overlooking the Thames in nearby Kingston



The distribution of buildings widens the view looking along Water Lane

9.0 Design Proposal

The main body of the site, the fifty meter wide parcel of land that adjoins Water Lane and runs from King Street to the Embankment, will be divided into two roughly equal development parcels by a new service road joining the existing service road behind Kings Parade with Water Lane. The lower parcel will be set at 1.5 meters above Embankment level and the upper parcel will be set at the level of King Street, approximately 3 meters above Embankment level.

The pedestrian zone will extend over the entire site, with vehicular traffic being confined to the service road bisecting it. Each half of this pedestrian zone is a town square. Two groups of buildings are proposed with one on each half of the linked squares and this distribution of built forms responds not only to the phasing requirements of the development brief but also in large part the historic distribution of buildings in the area as can be seen from the 1907 map.

Phase 1 of the development comprises the southern, lower, half of the site and for the purpose of this report we refer to it as Queen's Square.

The Phase 2 site comprises the upper, northern, part of the site and for the purposes of this report we refer to it as King's Square.

Queen's Square is configured such that the public open space within the square is on a raised plinth set approximately 1.5 meters above Embankment level, as dictated by flood levels. The principal built form within the square is located on its western side adjoining the Diamond Jubilee Gardens and comprises three storey high buildings with restaurant use at ground floor level and residential use at first and second floor level.

This distribution of buildings has the distinct advantage of widening the view looking down Water Lane to the Embankment and in locating the restaurant activity away from the houses in Water Lane we minimise the risk of noise nuisance.

While opening views of the riverside is important it is also necessary to define Water Lane with built interventions along its edge. We have addressed the dichotomy that exists between using buildings to define the street and the need for widening the vista by introducing, at back of pavement, a small fully glazed single storey building that is a transparent prism with a rectangular form that defines the edge of Water Lane. It has a threefold function in that it comprises a glazed atrium and entrance to reception and catering facilities accommodated within the plinth beneath Queen's Square, acts as a noise barrier between Queen's Square and the houses in Water Lane. The prism, along with the amphitheatre, create two iconic landmarks that signal between the riverside and the centre of Twickenham.



Phoenix Wharf on Eel Pie Island



Strong gable ends are reminiscent of Thames boathouse architecture

The style of the principal buildings in Queen's Square is firmly rooted in Thames boathouse architecture in general and reminiscent of those buildings with strong gable ends found on Eel Pie Island in particular, such as Lion Boathouse and Phoenix Wharf. Roofs will be pitched with gable ends and will be clad in zinc with standing seams. Walls will be in stock brick and timber cladding and windows will be clear glass with stained timber frames coloured dark grey.

King's Square accommodates the Market Hall building. It is located alongside King's Parade and its style is firmly rooted in traditional 'market hall' architecture and this sits well and in harmony with existing buildings. The Market Hall is three storeys high and its height matches the main parapet of Kings Parade.

It is laid out as two parallel 'wings' on a north south axis set eight meters apart with a fully glazed roof over the space between. Attractive open stone arches at ground floor level carry two upper storeys of brick façade. These wings comprise continuous retail frontage to King Street, Water Lane and the new town squares and make the building easily accessible from three sides. The roofs on the wings of the hall are pitched with gable ends and clad in zinc with standing seams.

Demolition of the existing buildings on the site and setting back the new development from the line of shop fronts to create a public space in King Street could leave the gable end wall of King's Parade exposed. To avoid this we carry the west wing of the Market Hall forward to the line of the King's Parade shop fronts. In so doing we link with the retail frontage in King Street, embrace the town square created by setting the principal buildings south of the existing building line and extend the retail frontage without interruption across the north of the site and down into Water Lane.

9.1 Sustainable Construction

In compliance with the London Borough of Richmond's commitment to becoming the most sustainable borough in London this development will be designed using the new SAP/SBEM modelling software to meet the requirements of London Plan policy 5.2 to reduce carbon dioxide emissions by 35% against Part L Building regulations. This will meet the Borough's minimum planning policy requirements for sustainable construction

The development looks to incorporate solar photovoltaic (PV), solar thermal collectors and heat pumps. We will also investigate the viability of CHP generation and biomass fuel boilers. We believe we will exceed the requirements of Code Level 4.



There are no overlooking problems with Eel Pie Island



The three storey house at №1 The Embankment

10.0 Meeting the requirements Twickenham Area Action Plan (TAAP)

It is recognised that the future use and appearance of the Riverside is critical to the success of Twickenham as a destination. These proposals meet the key design principles set out in the TAAP and ensure they do not adversely impact on the character of the riverside and that they provide high quality facilities for the local community. They improve and enhance connections to the riverside by improvements to Water Lane and Wharf Lane and create new links to the Embankment.

We elaborate further on TAAP compliance in the following paragraphs.

10.1 Pedestrian environment and dominance of parked and moving traffic

We provide a link between the existing service road and Water Lane that will allow for further pedestrian areas and traffic reduction on the Embankment, Water Lane and Wharf Lane.

We create an extensive pedestrian domain that will provide attractive new routes between and adjoining King Street, Water Lane and the Diamond Jubilee Gardens and Embankment.

10.2 Upgrading the Embankment

Connecting the existing service road to Water Lane will create the opportunity to channel service traffic along this route and restrict vehicular access to the Embankment to priority vehicles only. It will enable the Embankment to undergo further improvements that may include areas that are pedestrian priority and a landing stage.

10.3 Visual impact of the proposals on Eel Pie Island

Eel Pie island is a private island on the Thames at Twickenham. In addition to mixed dwellings and a nature reserve, the island is home to 26 artists' studios all situated in and around a working boatyard.

Brick and stone embankments and steps rise from the water, stepping back to slipways or out to wharves in response to the docking and loading for which they were built. Some wharves are still used for boat repairs. The stone embankments, cast iron railings and slipways offer contact with the water.

Our proposals lie to the north of Eel Pie Island and the distance between the front of the buildings we propose and the nearest building on Eel Pie Island is over eighty meters. There are no sunlight or daylight issues and no overlooking problems.



Eyt Lodge, Twickenham



End of terrace, Water Lane

The character of the buildings we propose is intended to reflect the boathouse vernacular that exists on Eel Pie Island.

We have been careful to keep the height of the proposed development to a modest size and buildings on the southern part of the site are set well back from Water Lane. At the corner of Water Lane and the Embankment is the amphitheatre with a screen wall 1.5 meters high forming the boundary.

Further back from this corner the buildings in Queen's Square are two and a half storey (8.5 meters) high to eaves with the second floor being accommodated in an attic storey. The ridge of these buildings is 10 meters above ground floor. Given that the square is 1.5 meters above the Embankment the eaves height of the building is 10 meters above the embankment with the ridge at 11.5 meters, as such our proposals are lower than previous schemes.

- The Dawney Day scheme rose to approximately 12 meters above the Embankment at eaves, 13.5 meters to the top of the curved roofs.
- The Twickenham River Centre Scheme rose to approximately 6 meters above Embankment at the corner of Water Lane and the Embankment, was 9 meters high at a point 3 meters back from the edge of the site and rose to 15 meters above Embankment where buildings adjoined the service road behind Kings Parade.

The buildings we propose are therefore lower than those in previous schemes. They are lower than the neighbouring building at Eyt Lodge and relate to the height of the end house in Water Lane and the nearby house at No 1 The Embankment. They are lower than the house that once stood in Water Lane next to Charlie Shore's Boathouse and are set well back from Water Lane to ensure that there will be no loss of views onto Eel Pie Island and they will have no negative visual impact when seen from the island.



Existing riverside view



The Diamond Jubilee Gardens will remain at the heart of Twickenham



Diamond Jubilee Gardens

11.0 Improving Links

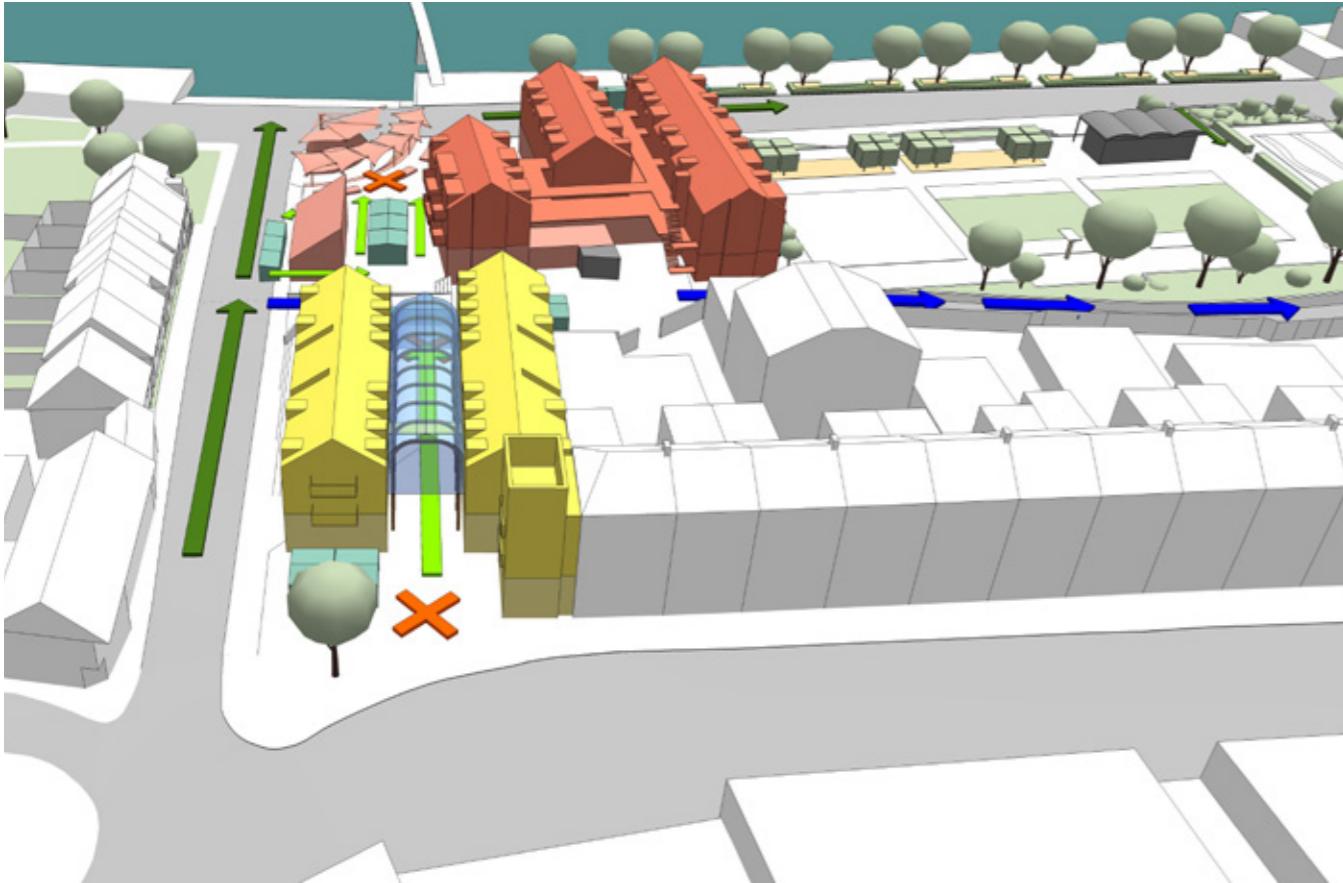
We have conceived the scheme as permeable to encourage access. The whole area will have improved links to the retail core, the Thames Path and open spaces up and downstream, and will become an attraction in its own right

The new squares are provided with level access points to King Street, Water Lane and Diamond Jubilee Gardens and although the Market Hall can be secured by shutters when required it is, when open, fully accessible from King Street and Water Lane and leads into the heart of the scheme.

The Diamond Jubilee Gardens will remain at the heart of Twickenham Riverside and will be reinforced and strengthened by the new links that increase visitors to and footfall through the gardens. We therefore propose a link that will afford level access between the new King's Square and the northeast corner of the gardens and this will feed people into the gardens and along the promenade that already runs along its north side and connects with the existing main entrance in Wharf Lane.

Another access point will be located in the south east corner of the gardens into Queen's Square and through the square to the Embankment close to Water Lane.

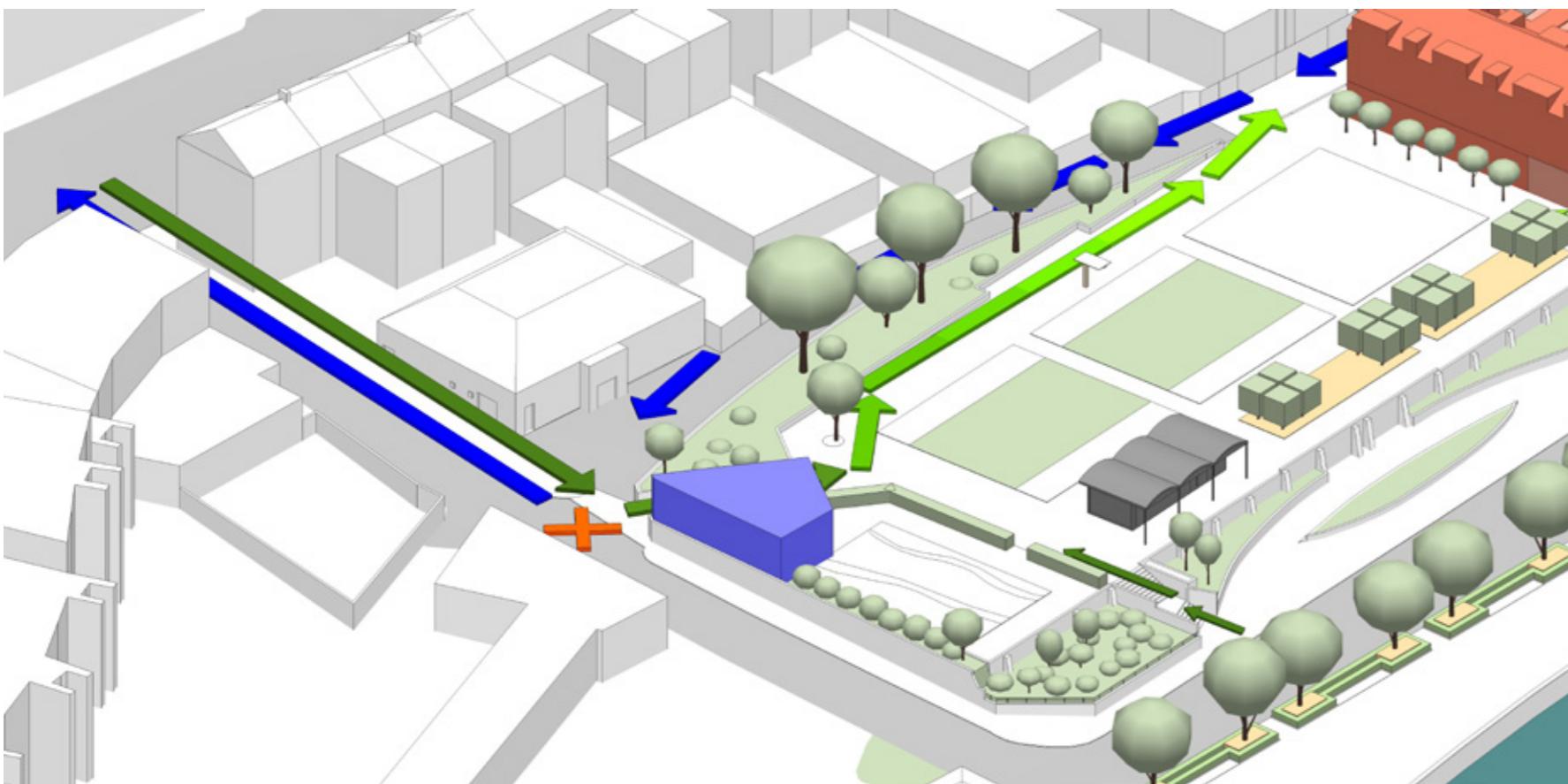
IMPROVING LINKS



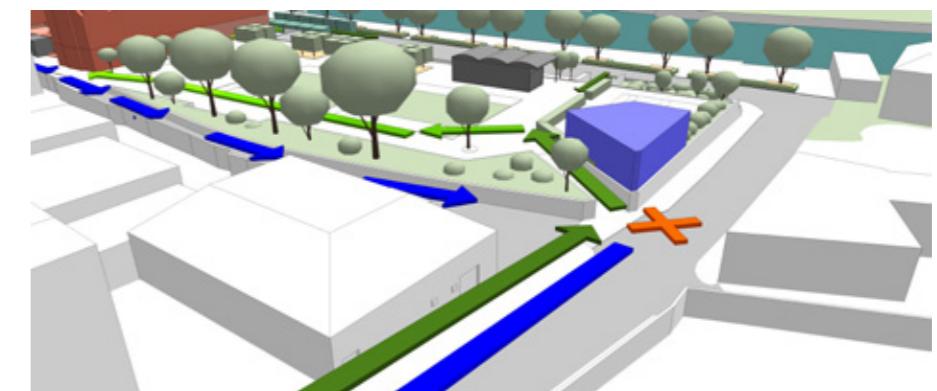
Pedestrian routes from King Street to the Embankment



Service vehicles will link with the service road



An enhanced pedestrian promenade will link with Jubilee Gardens. A one way servicing route will exit along Water Lane



Possible community building



We recommend a community building as a focal point in Water Lane as a future **Phase 3**



Diamond Jubilee Gardens will be reinforced and strengthened by new links



Aerial view of proposed scheme

12.0 The Service Access Road to the Rear of King Street

The Invitation to Tender (ITT) states that one of its objectives is to "consider a current/future opportunity to connect with, and develop, the access road at the rear of King Street, with the potential to establish retail activity that is complimentary to the overall site"

The rear of Kings Arcade is currently devoted to service deliveries, refuse collection, on site parking, access to residential space above the shops that front King Street, and to the back of house infrastructure that supports trading shops. This comprises plant rooms, plant and equipment and goods stores.

Given the issues of third party ownership and existing leases, we do not promote a scheme that in the short or medium term proposes to reconfigure the retail offering in King Street so as to promote retailing along the length of the service road.

As far as the area of the existing service road is concerned, we feel that it should remain a service road, albeit linked to Water Lane via a pedestrian priority zone and restricted to one-way traffic running East to West.

The Diamond Jubilee Gardens should not be compromised but should be reinforced and strengthened by new links that increase visitors to and footfall through the gardens. We therefore propose a link that will afford level access between the new King's Square and the north east corner of the gardens and this will feed people into the gardens and along the promenade that already runs along its north side and connects with the existing main entrance in Wharf Lane.

Another access point will be located in the southeast corner of the gardens into Queen's Square and through the square to the Embankment close to Water Lane.

We do not encourage pedestrian traffic into the existing area of the Service Road.

13.0 Transport Proposals in Twickenham Riverside and Approaches

Our proposals meet the key traffic management proposals in the Riverside Opportunity Area

- We will link the existing service road to Water Lane.
- Service vehicles accessing the market place and King Street Parade will not be permitted south of the service road, although approved market traders vehicles may park on the west end of the Embankment.
- Water Lane, Wharf Lane and the Embankment will become parts of one large pedestrian priority zone.
- Priority traffic may be permitted south of the service road and could include emergency vehicles, residents parking and access for those businesses working on the waterfront.
- Parking on the Embankment may be confined to residents and the disabled and the number of parking spaces may be reduced with space given over to servicing Eel Pie Island and riverside uses.
- The new traffic management arrangements will reduce the impact of vehicular movements on the pedestrian environment.
- The existing cycle route will be retained.

14.0 Environmental Proposals in Twickenham Riverside and Approaches

A programme of environmental improvement is already underway. Our proposals support those improvements by reducing vehicular traffic on the Embankment and the roads leading to it. In so far as a key strip of the Embankment frontage falls within the development area of this submission we propose that the area is provided with discrete service infrastructure (lighting, power supply, water and drainage) sufficient to support festival and waterside events that can colonise the Embankment as part of the planned programme of events that will be supported by the Twickenham Riverside area.

- We will enhance the riverside location and encourage a range of activities to attract visitors to the riverside.
- We will enable the re-arrangement or possible reduction of parking along the Embankment, provided that the function of the working waterfront would be maintained.
- We will enable the creation of a shared surface with retention of service access and disabled parking.
- We will support the landscaping of the Embankment to enhance areas of public open space.
- We will enable environmental improvements to take place in Water Lane through implementation of shared surfaces with priority for pedestrians.
- We will enable the rearrangement and possible reduction of on-street parking in Water Lane with the retention of service access and disabled parking.
- We will enable Wharf Lane to become a pedestrian priority area with shared surface treatment.