



Twickenham Area Action Plan

Options consultation

Summary of all consultation

September 2011

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Introduction

The production of the Twickenham Area Action Plan has involved over 2,000 people so far including those who helped to identify the key issues at 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. Following these events, further research and information gathering took place by the Council's Planning Policy Team together with Planning Consultants Broadway Malyan, and a number of feasible Options were identified for the regeneration of Twickenham Town Centre.

The Options Stage of consultation was carried out from June to September 2011. The consultation was on a number of possible options for the regeneration of Twickenham town centre which were presented as three scenarios. Elements of these scenarios could be varied. Responses were gathered by a questionnaire and in addition a number of consultation events were held. At the same time key stakeholders such as main landowners and Transport for London were met and further research and feasibility work was carried out. The aim of the Options Phase was to explain to the public what might be feasible for Twickenham and gather views on a preferred approach. At the same time more detailed points made could be taken into account in the next stage which is to produce the draft plan.

This report is a summary of the "Full Report of Consultation on the Twickenham Area Action Plan – Options Stage", dated September 2011. Included are:-

1. Results of the questionnaire responses
2. Summary of external meetings with key stakeholders
3. Summary of discussions at six separate consultation events

All of this information, together with further research and feasibility work carried will be taken into account by the Council when deciding on the preferred approach which will be developed into a draft Plan for consultation at the end of 2011.

NB: All percentages are taken as a percentage of those who responded to the question.

1. Summary of Results and Analysis of Questionnaire Responses

Overall Response

- Total number of 344 questionnaires were received by post, online and handed in at the consultation events. 16 stakeholders were consulted whose letter responses have been considered separately.
- 259 of the respondents (83%) are residents of Twickenham.
- 111 of the respondents (41%) work in Twickenham.
- 60 of the respondents (26%) are visitors to Twickenham.

Response to Objectives of the Area Action Plan

- All of the objectives of the Area Action Plan received at least 75% support with the exception of the creation of a strong entrance to the town centre through the development of the Northern Approach (57% support).
- There was at least 70% support for improvements to the Twickenham retail environment by enhancing the existing retail offer through a programme of shop front improvements and a marketing strategy to attract new retailers, and consolidating the retail centre in King Street, York Street and London Road. In addition, 68% support relocating the farmers market to Twickenham Riverside, 59% support encouraging new shop units facing Water Lane and 52% support encouraging more food and beverage outlets including new cafes / restaurants in York House, on the Riverside and Northern Approach.

Overall Preferred Scenario

- Respondents were asked, on balance, which Town Centre Scenario they prefer. Scenario 3 was the most preferred with 41% supporting, followed by Scenario 1 with 32% and Scenario 2 with 27%.

Responses to Development Proposals

- The development proposals in Scenario 1 relating to the Royal Mail site, Twickenham Station, Holly Road car park and York House received at least 65% support. The proposals for a transport interchange at Station Yard received 55% support.
- The development proposals in Scenario 2 relating to the Royal Mail site, Regal House and York House received at least 65% support. The proposals for Heatham House and the Police Station received 35% support and 32% support respectively.

NB: All percentages are taken as a percentage of those who responded to the question.

- The development proposals in Scenario 3 relating to the Telephone Exchange, Regal House and York House received at least 60% support. The proposals for Heatham House, Holly Road car park and the Police Station received less than 40% support.

Responses to the Riverside Options

- In terms of the Riverside options, scenario 3 'comprehensive approach' was the most popular with 39% supporting, followed by scenario 1 'new open space' with 37%, and scenario 2, 27%

Responses to Traffic and Pedestrian Proposals

- The traffic and pedestrian proposals in scenario 1 receiving at least 65% support were for works to King Street, the removal of street clutter and public realm improvements to the Northern Approach. 58% supported the closure of Water Lane, 50% support a review of parking and public transport and 27% support removing the London Road cycleway to allow for footway widening.
- The traffic and pedestrian proposals in Scenario 2 receiving at least 65% support were for extending a shared surface along Water Lane. 61% support the creation of a public space at the Kings Street / Water Lane junction, 58% support the extension of public realm improvements in the Northern Approach, 50% support landscaping of the central reservation, 46% support more extensive widening of footways in King Street and 40% support the creation of a raised pedestrian crossing at junction of King Street and London Road.
- The traffic and pedestrian proposals in Scenario 3 receiving at least 65% support were for the relocation of parking from The Embankment to the rear of the Twickenham Riverside site. 61% support improved pedestrian links between Grosvenor Road / London Road, 43% support remodelling to give more pedestrian priority along Garfield Road and 29% support the possible closure of York Street to through traffic.

Preferred Aspects of Scenarios

- Of those who preferred Scenario 1, which included the Twickenham Riverside Terrace Group, the most popular aspects were noted as its deliverability and the retention of Heatham House. Aspects which were identified for change were a general review of traffic and transport.

- Of those who preferred Scenario 2, which included the Omaha Group who own some of the property South of King Street, the most popular aspects were noted as its enhanced pedestrian priority and reduced traffic. The aspects that were identified for change were the retention of Heatham House and the need to improve cycle facilities and access.
- Of those who preferred Scenario 3, the most popular aspects were noted as its enhanced pedestrian priority and reduced traffic and the enhanced Riverside role. The importance of the role of retailing was also highlighted. The aspects that were identified for change were a general review of traffic and transport and the need to improve cycle facilities and access.

Additional Options for Consideration

- When asked whether there are any additional ideas or options to be considered the most popular aspects were improved cycle facilities and cycle access, the retention of Heatham House as a youth centre and a focus on enhancing the Riverside.

Further Comments

- When asked for further comments, the most frequently noted were the retention of Heatham House as a youth centre and a preference for any new development to be low rise, particularly at the railway station. There was also opposition to moving the farmers market from Holly Road Car Park, protecting river-related industries on Eel Pie Island.(including from the River Thames Society and the York House and the need to ensure proposals are deliverable.

Final Comment

- Overall Scenario 3 was the most preferred by questionnaire respondents, but some aspects of all the Scenarios received support. This will inform development of the preferred option.

2. Summary of external meetings with key stakeholders:

External meetings/discussions were held with key stakeholders – owners/representatives for Regal House, the Station, Post Office, Telephone Exchange, Twickenham Farmers market and Omaha Properties – owners of the building South of King St/Santander building. All the landowners showed interest in the process and a general support with regard to the improvements noted in the consultation document. They expressed a willingness to continue discussions.

NB: All percentages are taken as a percentage of those who responded to the question.

3. Summary of discussions at consultation events:

The consultation team met with the public at several events/ meetings during June and July. The key points arising from each event/meeting are summarised below:

11 June: "All in One" consultation - Over 400 attendees over two days:

- Concerns were raised by a number of attendees about options involving the relocation of the Youth Centre from Heatham House.
- Concerns raised about the relocation of the Farmers Market from the Holly Road car park to a new site.
- The future of the Twickenham Riverside was also an important topic of discussion with general support for a scheme which would provide public benefits, high quality public spaces and improve the appearance and attractions of the riverside.

16 June: Twickenham Public meeting - 28 attendees in total across the two sessions:

- Support for general objectives of the Area Action Plan- pleased that "something was being done" and that a comprehensive approach was being taken and in particular, in relation to the Twickenham riverside site.
- Support was expressed for improving the appearance of The Embankment and controlling vehicular access. In principle support for relocation of parking from The Embankment but need to ensure that residents of Eel Pie Island would continue to have access to parking and that provision is made for service vehicles and deliveries. Clarification was requested on the servicing arrangements.
- Concern about the removal of the cycle lane in London Road and the need for Area Action Plan to improve facilities for cyclists.

18 June: Twickenham Taste Festival:

- Overall the event attracted a broader range of respondents including visitors to the town centre and residents who had not attended the All in One consultation event including a larger number of young people and young families.
- In general respondents were keen to see significant change in the town centre to improve the range and quality of the retail offer and other facilities, extend the character and experience of Church St into other parts of the town centre and enhance the riverside as a destination.
- High level of support for the objectives of the Area Action Plan and the adoption of a comprehensive approach.

NB: All percentages are taken as a percentage of those who responded to the question.

29 June: Secret Garden art event, Twickenham Riverside:

- Points raised included the need to improve retail provision and that consideration could be given to restoring the existing buildings on the Twickenham riverside site and concerns about the servicing arrangements should there be restrictions to the right hand turn into Water Lane.

20 July: Youth Event - 40 young people:

- The general view expressed by attendees at the meeting was that Heatham House provides an important facility for young people and should be retained as a Youth Centre.
- There was general support for improving the retail offer of the town centre and providing a greater range of activities and facilities including a cinema.
- The young people attending the event wanted to continue be involved in preparation of the Area Action Plan. Furthermore, they wanted to be provided with the 'facts and figures' to make informed decisions in relation to Heatham House.

20 July: Traders Event – 15 interested parties, business people and members of the public attended:

- The debate was polarised. Many people agreed that Twickenham is dominated by the car. The pedestrian environment caused conflicting views. People add to trade so the solution may be widening the pavements and repositioning the bus stops. Debate concerned increasing pedestrians (and footfall), the right location of bus stops and a need to change the environment of King Street, joining the south side to the north side, whilst allowing traffic, perhaps with a more continental approach to the street scene.
- There was broad agreement on developing retail specialisms in different parts of the town centre.
- There are risks to business for operating a farmers market after a move. Access is very important. One suggestion was to hold it in front of York House, another the suggested move to along the riverside, both which would make it more visible.
- A number of participants saw the benefits of opening up riverside to more people and making Twickenham more of a destination to bring visitors in.