



# TWICKENHAM

TW2

**GREGGS BAKERY SITE**  
FEBRUARY / MARCH 2019



CGI VIEW OF CENTRAL MEWS STREET

## DEAR NEIGHBOUR,

I am writing to inform you that following consultation with the local community, London Square has submitted a planning application to the London Borough of Richmond upon Thames for the redevelopment of the Greggs Bakery site, between Crane Road and Norcutt Road.

We would like to thank all those that provided feedback. The project team has reviewed all the feedback received following meetings with near neighbours, door-knocking, our Freepost newsletter survey and the two-day public exhibition, held in December 2018.

The submitted plans will deliver a residential-led mixed use development, which reflects the local setting and will bring wide-ranging benefits to the local community. The plans include the delivery of affordable family sized houses, as well as the unique opportunity to deliver public access to a section of the River Crane. Following feedback received, we will also deliver the provision of flexible affordable commercial space for local businesses.

We are pleased with the level of response to date. The majority of respondents have supported the principle of delivering new high-quality homes at this site. We have worked hard to respond to feedback and comments which have been reflected and incorporated into our submitted plans. An overview of how the scheme has responded and details of the plans can be found overleaf.

**If you would like any more information or to provide any further feedback, please do not hesitate to contact us through the details below.**

Yours faithfully,  
Mark Smith  
Development Director  
For and behalf of London Square

## THE SITE

In 2017, London Square and Greggs plc reached an agreement to explore opportunities for the redevelopment of the Bakery site. This follows the decision of Greggs plc to cease the bakery operation, alongside two other bakeries as part of a nationwide plan to centralise its operations.



CGI VIEW OF COMMERCIAL SPACE ALONG EDWIN ROAD

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## SCHEME SUMMARY

- 116 new homes, comprising a mix of one, two, three and four bed units.
- Delivery of 35% affordable housing, including three bed family homes, helping to meet London Borough of Richmond upon Thames' housing targets.
- High-quality design, using materials sympathetic to the local area.
- 1,884 GIA (sq.ft) of flexible affordable commercial space suitable for a mix of businesses including SMEs.
- Delivery of public access to a stretch of the River Crane, including linear walk and play space for new residents and the wider community.
- 116 parking spaces within the site, in addition to one car club space on Edwin Road (all new residents will be not eligible to apply for parking permits on local roads).
- 227 cycle spaces encouraging sustainable travel
- Environmental and sustainability features for every home, including integrated solar panels.

## OUR CONSULTATION PROCESS HAS SHOWN:

- Over 90% of responses acknowledged that the proposals would improve the current appearance of the site.
- Over 73% of responses ranked retention of heavy industrial use at the site as not important or not very important.
- Over 71% of responses supported the provision of new homes in the local area.
- Over 69% of responses supported the principle of redeveloping the site for residential use.
- Over 65% of responses supported plans to introduce public access to this stretch of the River Crane.



PROPOSED GROUND FLOOR PLAN



CGI VIEW OF RIVERSIDE APARTMENT BUILDING

We have considered all feedback received via our consultation, a summary of the how the scheme has responded is included below:

- Introduction of flexible affordable commercial space on the Edwin Road frontage.
- Revisions to the design of Building G (backing onto houses on Gould Road) to respond to comments regarding neighbouring amenity.
- Removal and relocation of balconies backing onto Crane Road in response to comments received from local residents.
- Introduction of traffic calming measures on the entrance / exit point at Gould Road / Crane Road junction
- Amendments to brick tones and finishes to ensure that the proposals are respective of the local setting.
- Appraisal of boundary wall treatment to retain existing bakery site walls where structurally possible.

If you would like any further information or would like to provide any further feedback, please get in touch using the contact details below.

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