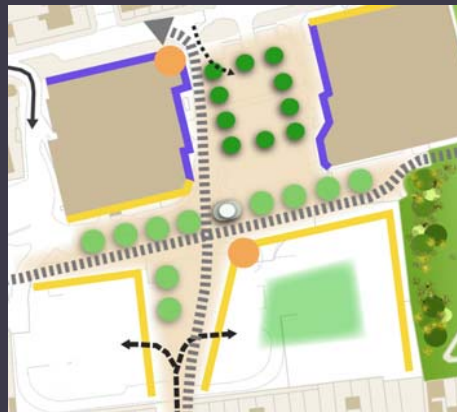
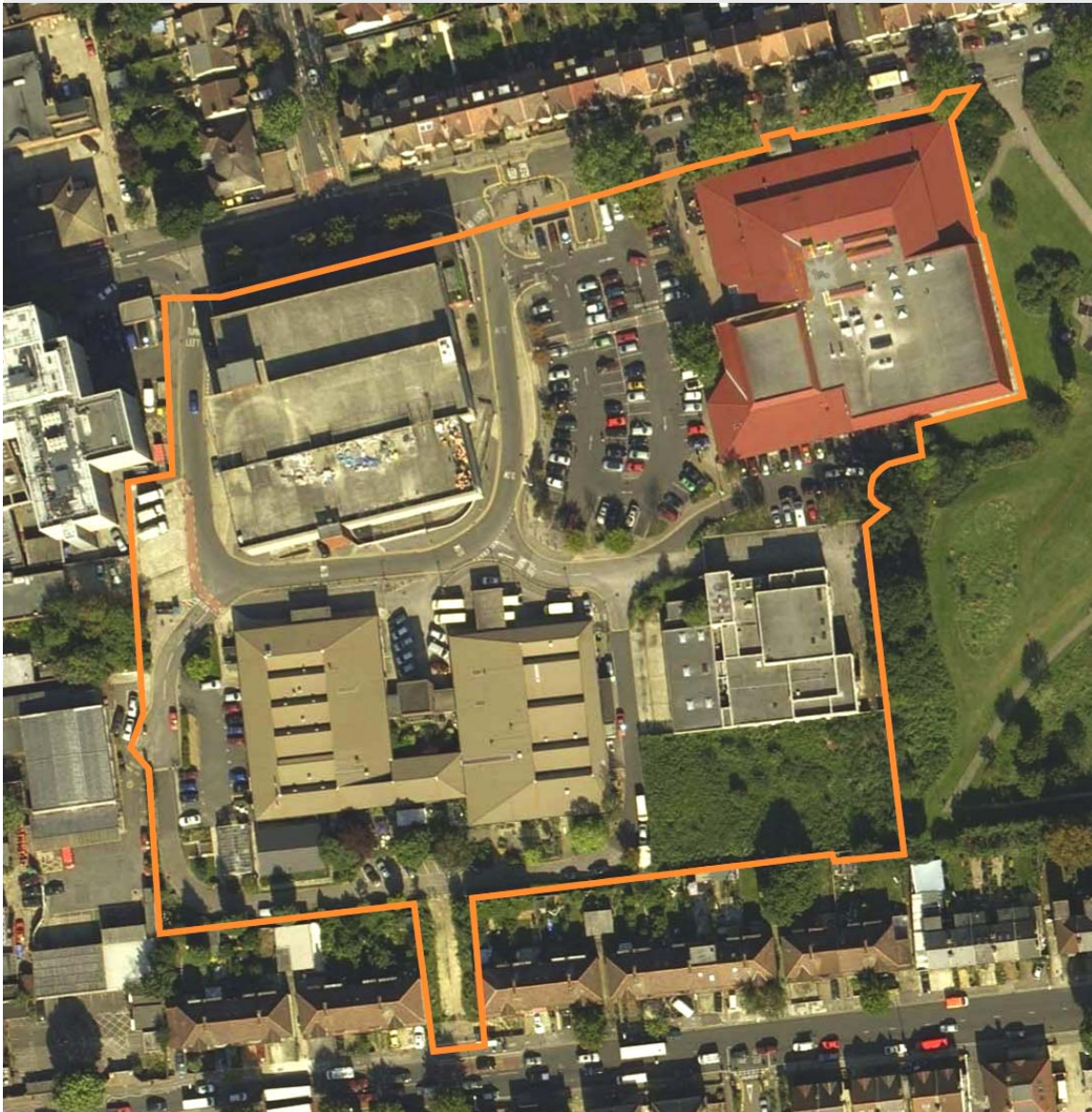


# Cocks Crescent New Malden



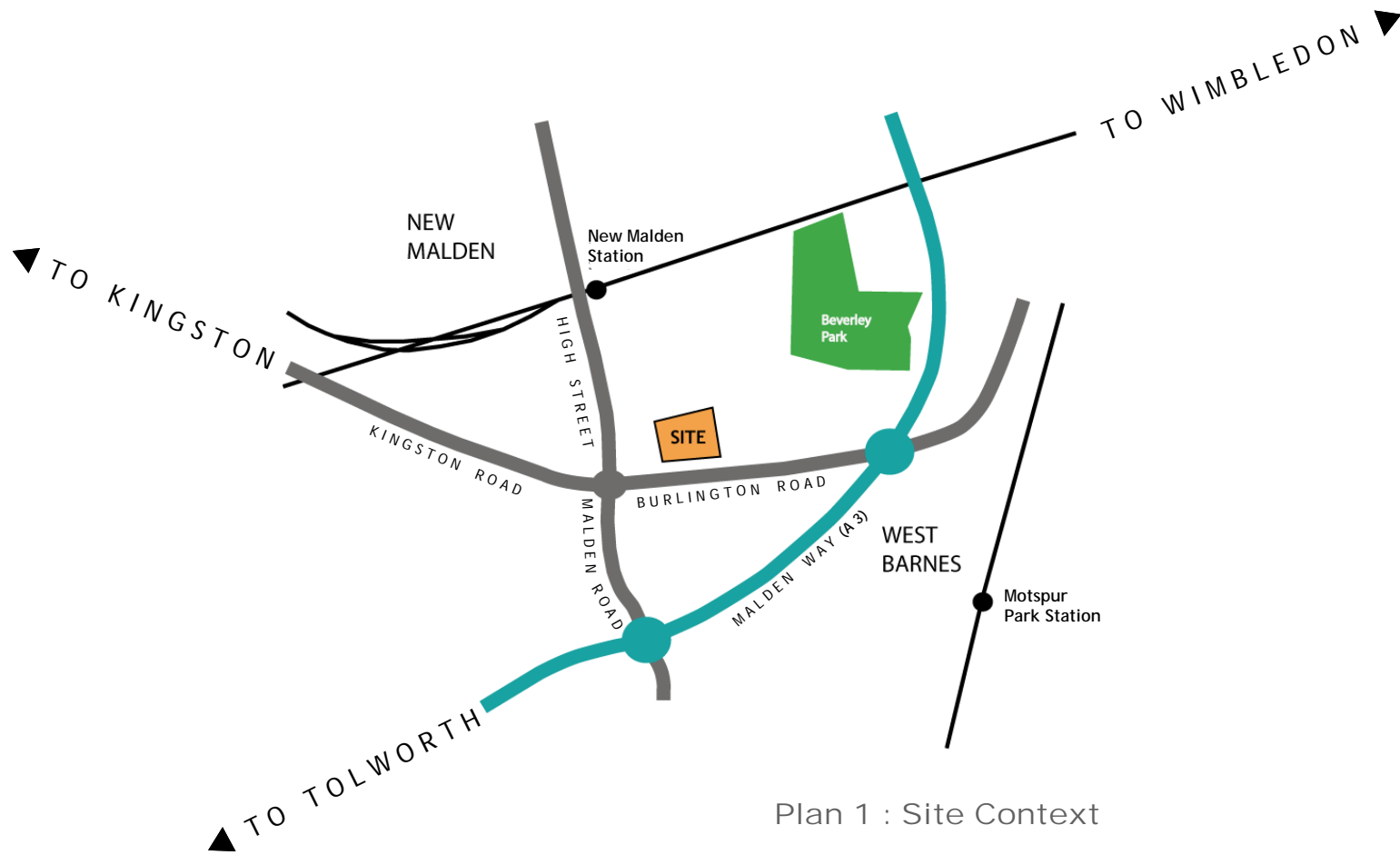
Development Brief

Adopted January 2009



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Plan 1 : Site Context

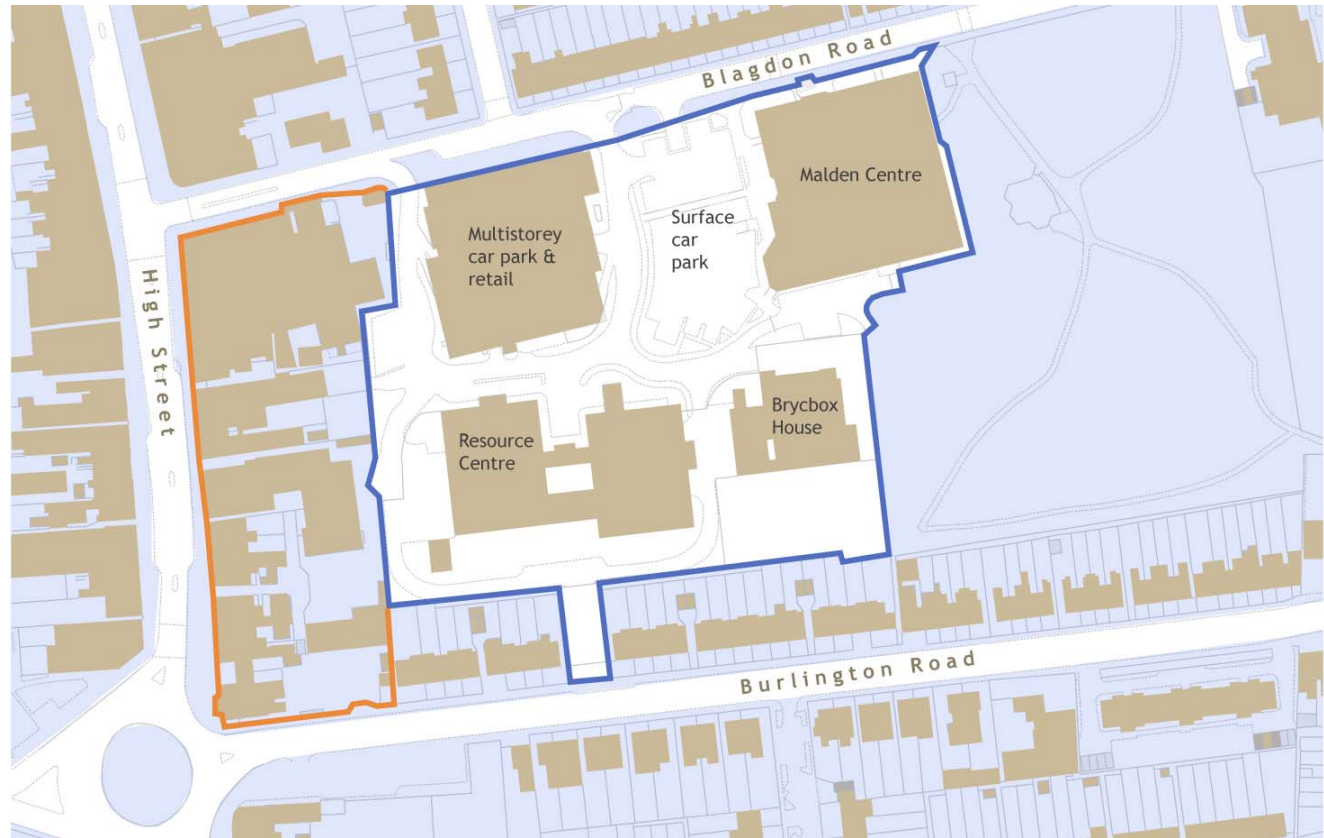
## 1. Introduction and aims

The Council is seeking to appoint a development partner to undertake mixed-use development of the Cocks Crescent area of New Malden to deliver a range of new and improved facilities and new homes in an enhanced environment, in line with the principles set out in this Brief.

This Brief provides a framework to guide development proposals, setting out the facilities required and the process envisaged.

The aim is to:

- promote a comprehensive approach to development of the Cocks Crescent area to provide a range of new facilities and services, including a new resource centre to replace the outmoded Causeway and Crescent community resource centres (either on-site or in close proximity), housing, retail and parking
- use a design-led approach to improving the quality of development, local services, the local environment and the public realm
- secure development that supports and strengthens the role of New Malden District Centre and enhances its vitality and viability, including retail and retail related development, commercial, leisure and community facilities, to meet the 'day to day' needs of the local community within its catchment, especially for convenience goods, thus reducing the need to travel to out of centre facilities



Plan 2 : Site Plan

- accommodate economic and housing growth (with a mix of housing types, sizes and tenure including affordable housing and accommodation designed to accessible and wheelchair standards. Tenures need to be integrated)
- optimise the use of land and buildings in this convenient, accessible location
- promote sustainable and accessible development
- ensure that development takes account of:
  - existing development and is well

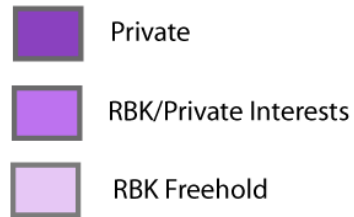
- connected and integrated with it, enhances the local environment and responds well to its setting and surroundings
- physical constraints on the development of the site so that there are no harmful impacts on the surrounding area
- existing and planned infrastructure capacity (transport, utilities, schools, healthcare facilities), including the layout and capacity of the local road network

## The Site

The Site edged blue in Plan 2 (2.4ha, 5.9ac) lies within New Malden District Centre, just off the High Street. The District Centre provides shopping, local services, community and leisure facilities for the surrounding residential community. There is a department store (Tudor Williams), 3 supermarkets (Waitrose, Somerfield and Lidl) and a range of high street multiples and independent shops. The recently opened Lidl is within the site and Somerfield in the High Street adjoins the site. New Malden railway station lies some 500m to the north. Alterations have recently been implemented along New Malden High Street.

In addition to the Site, the Council has identified adjoining properties (edged orange) which front onto the High Street and include shops, financial services, offices, the post office and sorting office, which developers are encouraged to consider in terms of how these properties may contribute and assist in integrating the site with the High Street and enhance the District Centre.

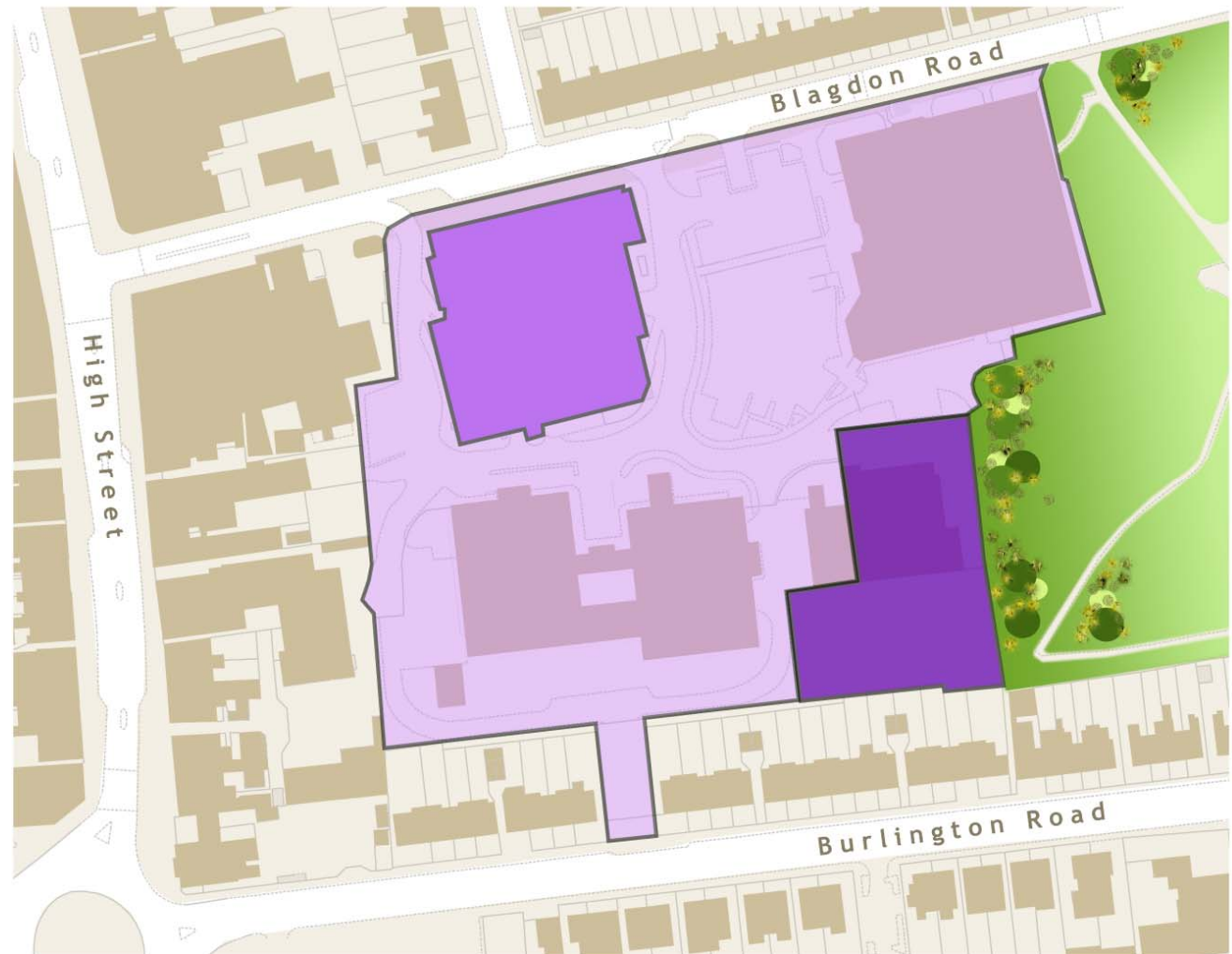
District centres play a key role in sustainable development, providing a 'sense of place' and identity for local communities as well as a focus for accessible "walk to" services.

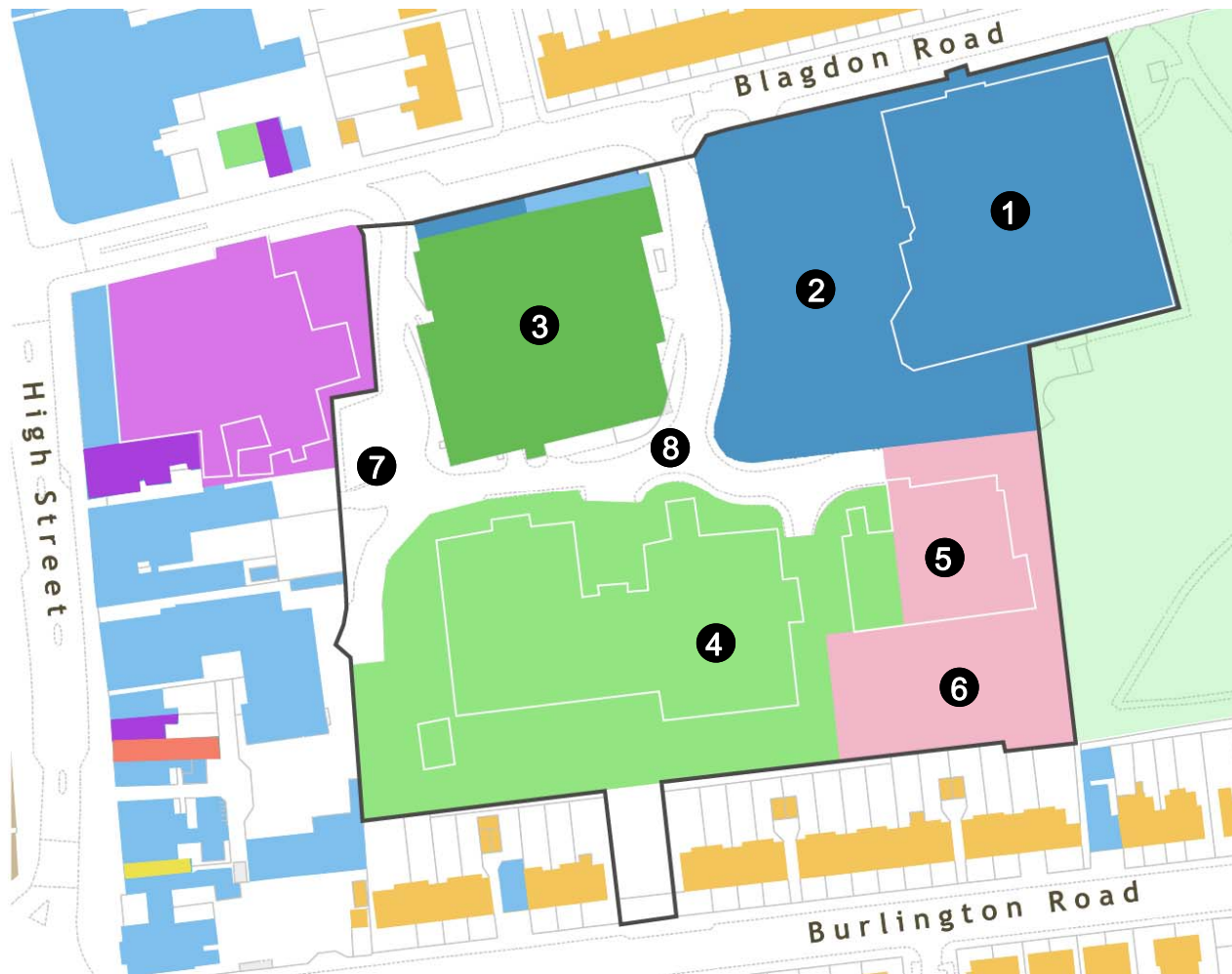


## 2. Site Ownership

The site is in mixed Council and private ownership.

Plan 3 : Site Ownership

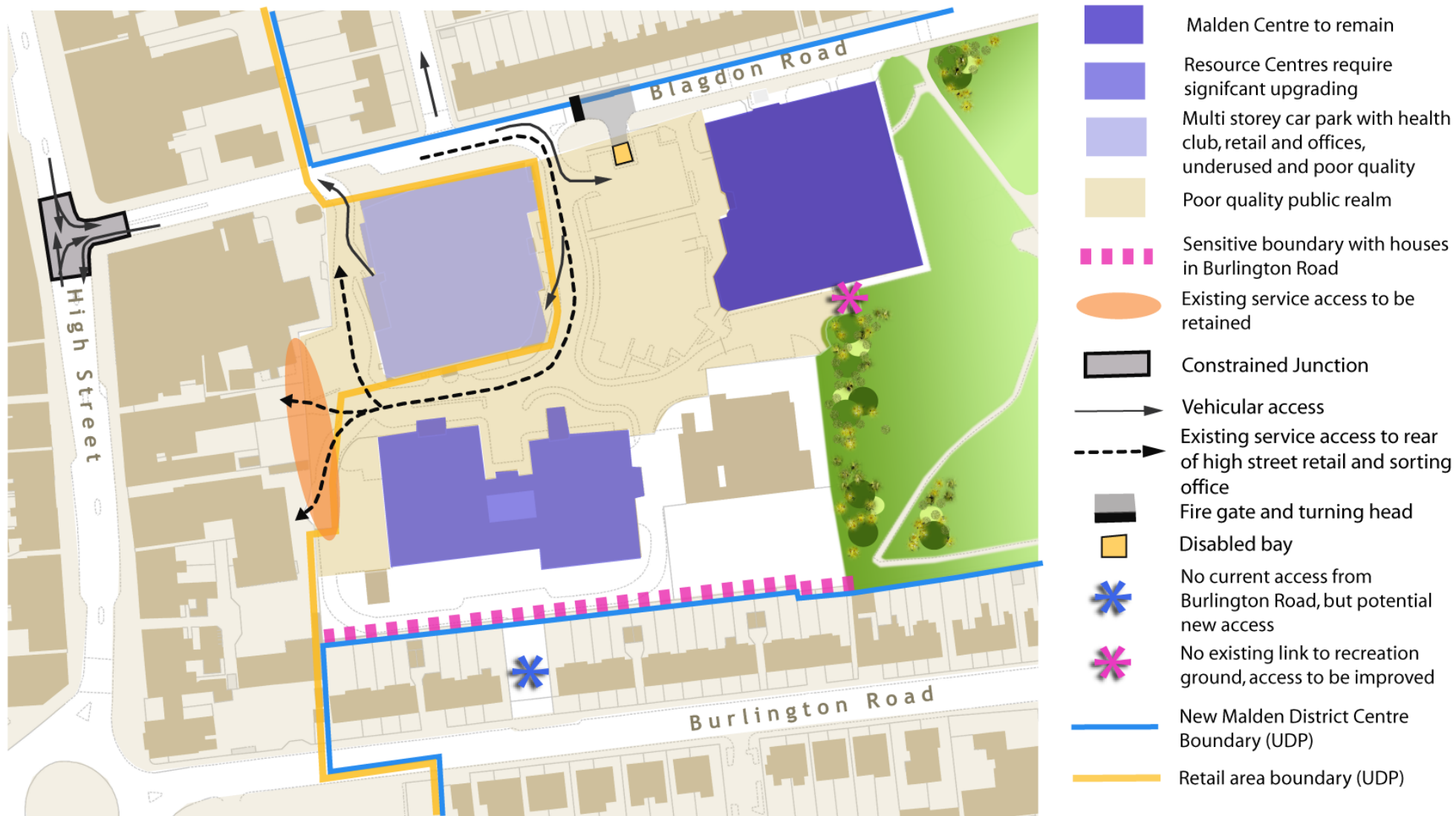




## Plan 4: Current land uses

The site contains a mix of community and commercial uses and parking:

- 1** The Malden Centre - a leisure and learning centre currently run by DC Leisure on behalf of the Council
- 2** Surface car park adjacent to the Malden Centre (83 spaces)
- 3** Blagdon Road multi-storey car park (MSCP) (549 spaces) above ground floor retail (approximately 950sqm.), health club and two storeys of offices (598sqm)
- 4** The Causeway and Crescent Resource Centres which provide separate day services to people with learning and physical disabilities and minibus parking and garaging.
- 5** Brycbox - formerly a studio (now vacant)
- 6** Open land rear of Brycbox
- 7** Coach parking (5 spaces)
- 8** RBK Highway / Access Road



Plan 5 : Site Constraints and Opportunities

### 3. Development Potential

Development must respond to the character and context of the Site's location.

#### Uses

Mixed-use development including:

- Re-provision of the Causeway and Crescent Resource Centres (unless re-provided off-site in close proximity)
- Residential, including affordable housing
- Retail
- Offices
- Leisure facilities including retention of the Malden Centre on site
- Public car parking

#### Re-provision of the Causeway and Crescent Resource Centres

A new resource centre is required to modernise day services in accordance with current expectations and improve provision for people with disabilities, including learning and leisure opportunities. The resource centre should be provided on site or in a convenient and accessible location close to the New Malden District Centre.

Accommodation (approx. 1200 sqm. to specification to be provided) to include:

- Office space for 30 staff
- Flexible space for users and carers
- A shop unit
- A small canteen
- Mini-bus parking (amount tbc), including some secure garage parking

#### Residential

New homes with a mix of tenures and sizes to meet housing needs, level of provision to be subject to

- The mix and quantum of other uses/development
- detailed design and amenity considerations
- assessment of impact on infrastructure and capacity being available
- acceptable impact on surrounding uses.
- Amenity space/play space
- Car parking in accordance with London Plan standards (see Appendix) and the Affordable Housing SPD
- Secure cycle parking (see Appendix)

#### Retail

- Retail provision, especially for convenience goods, to enhance the local retail offer and competitiveness; complement existing provision, increase footfall; enhance the vitality and viability of the district centre, strengthen its role and attractiveness; and secure a more sustainable pattern of retail development (by reducing the need for local residents to travel to out of centre provision). The scale of any retail development should be appropriate to the size and role of the district centre and its catchment and should relate well to the surrounding residential context.
- Proposals would need to demonstrate that suitable access can be provided, that there is adequate highway capacity and that proposals would not adversely impact on traffic flows.

#### Offices

- Re-provision of office floor space (Plan 4) should be considered

#### Leisure and Community facilities

##### • Retention of the Malden Centre

The Malden Centre is an important and highly valued leisure and learning centre serving the local community, which must be retained

##### • Other community facilities

The potential to relocate the New Malden library onto the site should be investigated in the context of potential for a community hub. Community hubs will be multi-use and could consist a range of Council services; info/advice, modern library, leisure and learning facilities, plus services provided by partners, e.g. local health services, police, voluntary/community based organisations and post office.

#### Public car parking

- High quality and convenient public parking, including disabled parking to serve the needs of the site (including the Malden Centre) and the New Malden District Centre, which will not necessarily exclude surface parking on the site. (Level to be determined by detailed assessment and informed by the Parking Study of District Centres which has been commissioned for completion in 2009 – see Appendix for parking standards)
- Coach Parking

## Provision of infrastructure

The provision of new development on the site, especially any new retail and housing will impact on social, transport and utilities infrastructure and detailed consideration will need to be given to the capacity of existing infrastructure and any additional infrastructure required to support the level of development proposed.

### Thames Water (TW) advice:

- Water Supply & Sewerage Infrastructure - Developers will be required to demonstrate that there is adequate water supply, waste water capacity and surface water drainage both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and/or waste water infrastructure. Drainage on the site must maintain separation of foul and surface flows. For further information please contact Thames Water Utilities, Kew Business Centre on 0845 850 2777, [www.developerservices.co.uk](http://www.developerservices.co.uk), email: [developer.services@thameswater.co.uk](mailto:developer.services@thameswater.co.uk).
- Tree Strategy and Planting – TW recognises the environmental benefits of trees and encourages planting. However, the indiscriminate planting of trees and shrubs can cause serious damage to the public sewerage system and water supply infrastructure. Trees and shrubs should not therefore be planted over the route of sewers or water pipes.
- Access – TW require 24 hour vehicular access to any pedestrianised area for emergency works. Access to the sewerage and water supply infrastructure must not be impeded by street furniture. This will enable TW to minimise interruption to the network and service.

## 4. Urban Design and Environmental Quality

### Access and Movement

- Safe and convenient access for vehicles, pedestrians and cyclists
- Main vehicle access to be from Blagdon Road, with potential limited vehicle access from Burlington Road
- The capacity of the High Street/Blagdon Road junction is constrained
- Service access to rear of High Street properties and the sorting office to be maintained
- Improved permeability and routes required for pedestrians and cyclists from the High Street across the site to the public open space
- Secure cycle parking (see Appendix)

### Built Form

- The design of new development should creatively combine multiple uses to maximise the potential of available land
- The design of buildings and spaces should promote distinctiveness, create focal points and reinforce the identity of the local area
- Building heights should respond to the surrounding context and should, in particular, have regard to the amenity and outlook of properties in Burlington Road.

- Building layout should:
  - Avoid conflict between fronts and backs of buildings
  - Achieve maximum solar gain to principal rooms, with features to limit solar gain in summer
  - Provide active frontages with entrances and ground floor windows to create natural surveillance
- Residential provision should include play and amenity space, as well as balconies and roof terraces
- Residential buildings should achieve 'Code for Sustainable Homes' Level 4 as a minimum

### Public Realm

- A high quality public realm and landscaping is required which should form an integral part of the overall design from the outset
- Provision of a high quality pedestrian environment, with improved permeability, convenient routes, active frontages and public spaces
- The public realm should contribute to the enjoyment of as many properties and types of user as possible
- The scheme should create a hierarchy of spaces throughout the development, ranging from public to private and formal to informal
- Opportunities should be taken to incorporate art and craftsmanship into the landscape scheme

# Plan 6 : Concept and design principles

- Residential amenity space
- New shared surface public realm
- New tree planting
- Public art
- Highly active frontage
- Moderately active frontage
- Focal point
- Service access
- Vehicular access to residential
- Disabled parking and drop off
- New pedestrian and cycle routes



## 5. Land Assembly and Procurement

The aim is to develop and improve the area in a comprehensive way. Although the Council owns a substantial part of the area covered by the Brief, the land and properties in private ownership and/or which include private interests (see Land Ownership Plan) will need to be included in order to achieve the aim.

The Council is seeking a development partner to deliver the mixed use development of the site. That Development Partner will be expected to enter into a Development Agreement with the Council which will include (but not be restricted to) the following main principles:

- Investigation by the Development Partner, at its own cost, and preparation of a land assembly/land acquisition strategy for properties in private ownership and/or affected by private interests. The Council may consider the exercise of compulsory powers, if appropriate, subject to the Development Partner indemnifying the Council against all associated costs.
- Provision by the Development Partner, at its own cost, of the new resource centre, to such specification as the Council shall require (including building and fit-out) and, if provided off-site, subject to such location and tenure being acceptable to the

Council.

- Provision by the Development Partner of public car parking and facilities comprising the public realm (to such specification as the Council shall require), at its own cost. Car park management arrangements to be the subject of agreement with the Council.
- The retention of the Malden Centre, minimising any disruption to it, and reimbursement by the Development Partner of any loss suffered by the Council or the management contractor of the Centre.
- A contribution by the Development Partner to the costs incurred by the Council in connection with the Development Agreement.

The process for selecting a Development Partner will need to comply with the requirements of the Public Contracts Regulations, 2006. Interested parties, therefore, will initially be required to complete and submit an Expression of interest and Pre-Qualification Questionnaire (PQQ) concerning relevant experience, technical capacity, financial and economic strengths. The Council will then undertake an evaluation process and invite a limited number of interested parties who submitted PQQs to submit more particular proposals, to be based on a more detailed Development Brief which will contain (amongst other things):

- Requirements for a more detailed development proposal supported by appropriate drawings.
- Requirements for a financial proposal on an agreed basis.
- The criteria on which the Council will select the preferred Development Partner.

# Appendix

## Planning Policy Context

Advice on submitting a planning application and associated requirements can be found on the Council's website at: [www.kingston.gov.uk/planning](http://www.kingston.gov.uk/planning).

Planning applications should be made using the Standard Planning Application Form (1APP).

Development proposals should take account of national, London and local planning policies. Attention is drawn to London Plan policies:

- Policy 2A.1: Sustainability Criteria
- Policy 2A.2: The spatial strategy for development
- Policy 2A.8: Town Centres
- Policy 2A.9: The Suburbs: supporting sustainable communities
- Policy 3D.1 Supporting town centres
- Policy 3D.2 Town centre development

Attention is also drawn to “saved” policies in the UDP 2005, especially those relating to New Malden District Centre and the proposed uses;

- NM1 New Malden District Centre
- DC2 Community and Leisure Uses
- PS33a Cocks Crescent New Malden
- H9 Low Cost and Affordable Housing

- T20 Compliance with Car and Cycle Parking Standards
- T22 Transportation Contributions
- RES8 Community Benefits

Other relevant Council planning policy documents include:

- Access for All Supplementary Planning Document (2005)
- Life Time homes and Wheelchair Housing Supplementary Planning Advice Note (2007)
- Affordable Housing Supplementary Planning Document (2007)
- Sustainable Construction Supplementary Planning Guidance (2004)

### Parking Standards

- Car parking provision: In accordance with London Plan and UDP standards

Type of development	Max provision for new development
Non food retail (A1) Financial/ Professional services (A2)	1 space per 35m <sup>2</sup>
Non-food retail warehouse	1 space 40m <sup>2</sup>
Food retail (up to 500m <sup>2</sup> )	1 space per 45m <sup>2</sup>
Food retail (over 500m <sup>2</sup> )	1 space per 20m <sup>2</sup>
B1 Office/ Business space	1 space per 100m <sup>2</sup>
Residential	1 space per unit
Day Centre	Staff and minibus parking to be confirmed

- Cycle parking standards

Land Use	Cycle parking standards
Flats	1 space per unit
Offices	1:125sqm
Retail	1:300sqm
D1	1 space per staff and 1 space per 5 staff (for visitors)
D2 Leisure	1 space per 10 staff plus 1 space per 20 peak period visitors

### S106 Planning Obligations

In line with Circular 05/05, London Plan policy 6A.4 and UDP Policies RES8 and T22 a S.106 Planning Obligation agreement will be required and may cover:

- Affordable housing
- Financial contributions or works covering:
  - education contributions
  - safety and security
  - transport and access improvements by all modes
  - public realm environmental improvements
  - community facilities
  - open space/ play space