

# Cocks Crescent

Supplementary Planning Document

April 2017



# Executive Summary

The Cocks Crescent Supplementary Planning Document (SPD) has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit.

Once adopted by the Council, this SPD will have a key role in shaping future development proposals on the site and will carry material weight for consideration as part of the decision making in Development Management.

Any planning application on the site must comply with the key Overarching Principles set out on page 23. This includes:

- » A comprehensive development outcome that supports the Cocks Crescent vision;
- » A mix of uses that strengthens the role of New Malden District Centre and enhances its vitality, viability and attractiveness;
- » Development that optimises population and economic growth to meet the needs of a growing population; and
- » Development that accounts for existing and planned infrastructure and contributes appropriately to local services and requirements, such as schools and healthcare.

Proposals for redevelopment of the site must also deliver a new, council-owned community sport and wellbeing hub including a 25 metre swimming pool which is appropriate for the future.

The SPD sets out a series of strategies and requirements that any future planning application will be assessed against, including:

- » A Land Use Strategy;
- » An Access & Movement Strategy
- » A Height and Scale Strategy; and
- » An Urban Design Strategy.

The SPD has been prepared having regard for the redevelopment to be commercially realistic and deliverable. Upon adoption, the Council will explore options for delivery.



Blagdon Road Open Space

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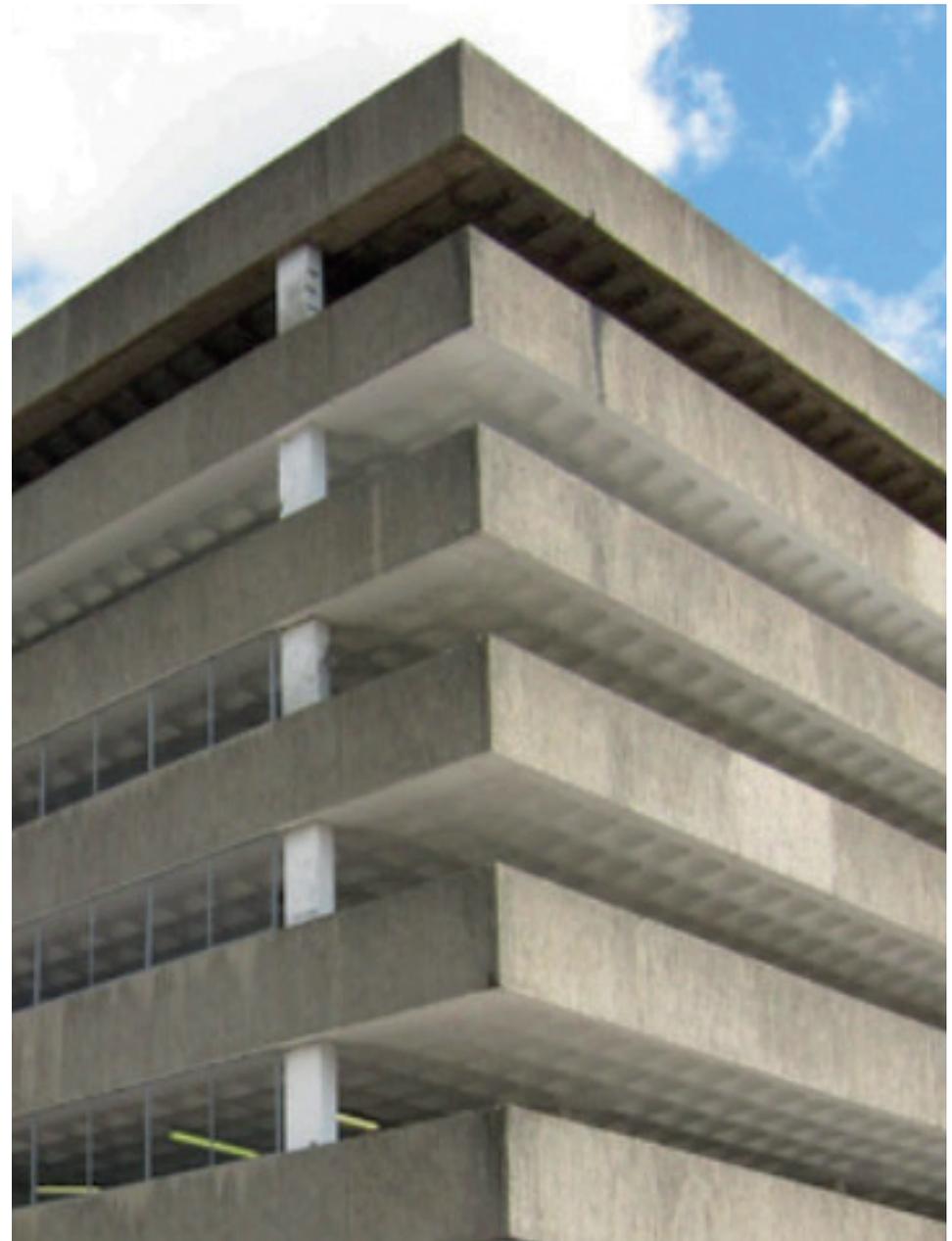
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# Introduction

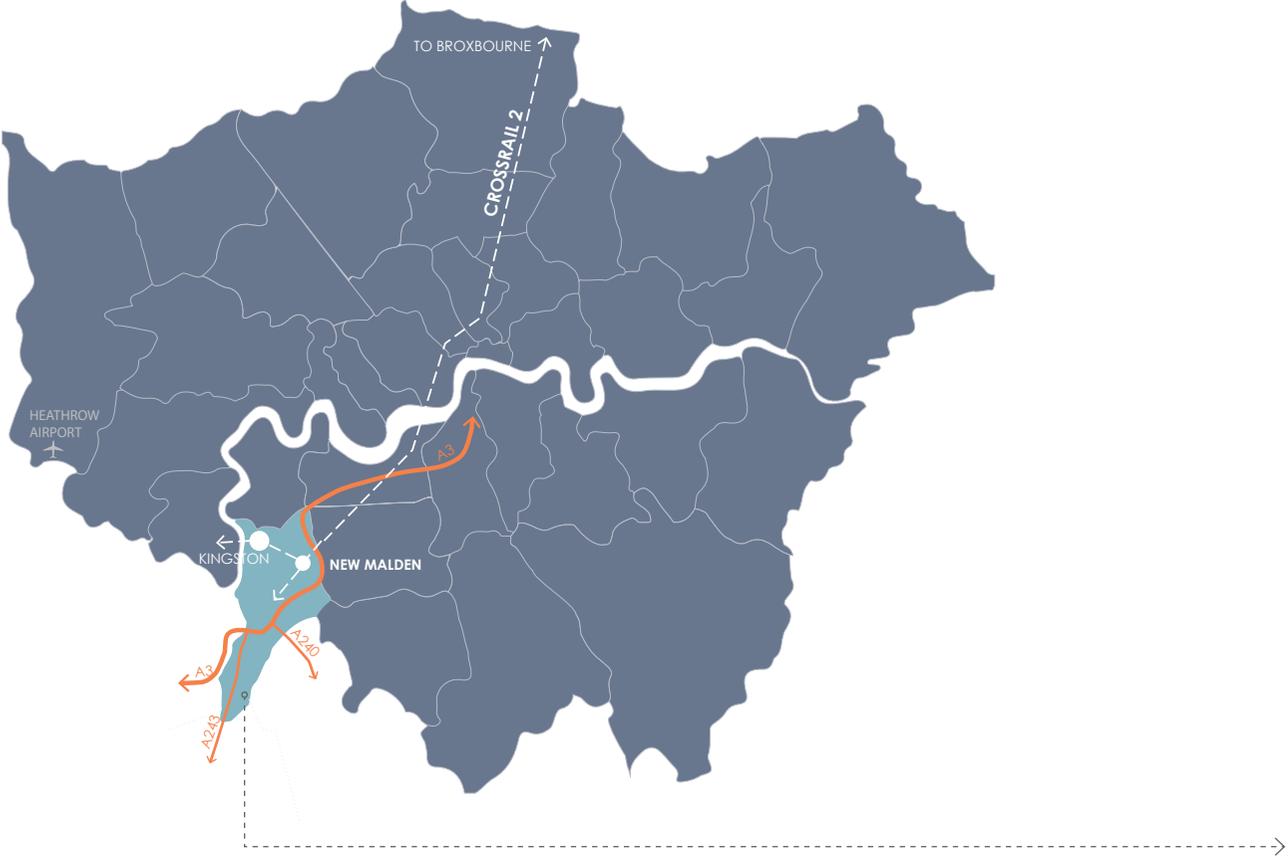
Cocks Crescent is a key place-making opportunity with the potential to add significantly to the vitality and viability of New Malden District Centre. This Supplementary Planning Document (SPD) has been prepared to guide the redevelopment of Cocks Crescent with the goal of achieving comprehensive regeneration of the site and delivering maximum community benefit. The SPD has been shaped by significant community input and sets out a shared vision for the future redevelopment of the site. In particular, the New Malden Future Group has played a pivotal role in supporting engagement and helping shape the SPD so that it reflects local aspirations.

The Cocks Crescent SPD accords fully with the policy framework set out in the Council's Core Strategy (adopted April 2012) and aligns with the community's vision as set out in the Maldens & Coombe Neighbourhood Community Plan (2013).

The SPD was subject to a formal public consultation. This ran for a period of 8 weeks from 1 July 2016 to 29 August 2016. The feedback received from the consultation was used to finalise the brief before it is adopted. Upon adoption the brief will gain SPD status and will become a material consideration in the determination of planning applications which relate to the site and its surrounds.



# Location Context Plan





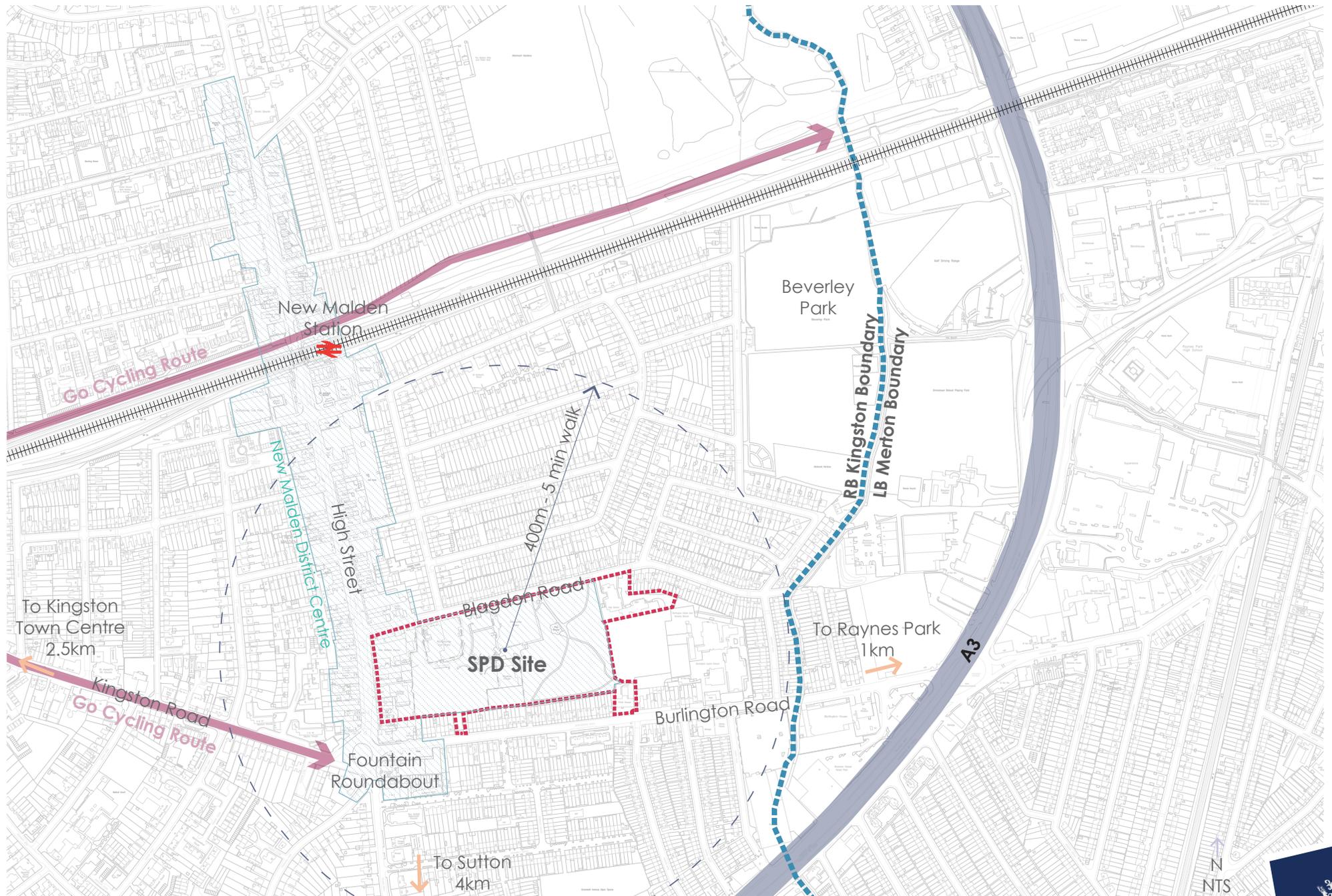
New Malden High Street

### **New Malden District Centre**

The Cocks Crescent SPD site is located in New Malden District Centre. New Malden is one of the Borough's main centres. It is designated in the London Plan (2016) as a District Centre reflecting the important role it plays in meeting local needs for goods and services. The District Centre provides shopping and employment opportunities as well as community and leisure services for the surrounding residential community. New Malden railway station is located to the north of the High Street making the town centre accessible by public transport, walking and cycling. New Malden boasts a vibrant and diverse community including Europe's most thriving Korean expatriate population.

Local residents consider the town centre to be the heart of the community and attach great value to the 'sense of place'. There is however common recognition that New Malden District Centre is in need of regeneration. The Maldens & Coombe Neighbourhood Committee, working with local residents and businesses, have created a shared vision for the town centre. This identifies economic regeneration as a top priority for the development of New Malden town centre and states that there is a need to breathe new life into the High Street to ensure it reflects local needs and improves the area's social, economic and physical wellbeing.

# New Malden Context Plan



# Land Uses & Ownership

Cocks Crescent is a major regeneration opportunity with potential to transform the surrounding area if brought forward in a planned and comprehensive manner. The site covers an area of approximately 5.6 hectares of which 4 hectares is within the ownership of the Council.

The boundary of the site and the land which is subject to the SPD is set out on the following page.

The site comprises an area of adopted highway known as Cocks Crescent as well as a number of relatively discrete land parcels.

At present the site contains a mix of residential, retail, leisure, community, commercial and parking uses, as well as open space. The site as a whole is underutilised. The delivery of new uses and activity has considerable potential to enhance the vitality and viability of the wider town centre.

Directly to the west of the site is New Malden High Street, to the north an established residential area, to the east is a school site accommodating Burlington Infant and Nursery School and Burlington Junior School, and to the south is an established residential area supported by a Local Centre on Burlington Road.

## RBK Ownership

### Surface level car park

Pay and display car park providing 83 spaces

### Malden Centre

A leisure complex with a 25m swimming pool and sports hall. The centre also accommodates a number of small-scale community uses. The centre is subject to a management contract which currently runs until 2021.

### Cleared site

The site previously accommodated the Crescent Resource Centre, Causeway Centre and an Ambulance Garage. These were demolished in 2012.

### Hobkirk House/Noble Centre

The site includes two buildings which were formerly in community use. Hobkirk House is currently vacant and the Noble Centre is in the process of being vacated. The buildings have been assessed as 'being unfit for their former purposes' and unable to meet modern requirements'.

### Blagdon Road Open Space

A 1.8ha local park including informal open space and children's play facilities.

## Private Ownership

### Sun Gate House

A new build residential development of 50 affordable homes (40 flats and 10 townhouses) completed in 2014.

### Blagdon Road multi-storey car park

Seven storey building comprising retail and leisure facilities at ground floor, first and second floor offices and a 549 space multi-storey car park. The site is owned by the Council but subject to a long-term lease.

### Park House, 87 Burlington Road

Four storey office building fronting Burlington Road. The site is currently subject to a prior notification application to change the use from B1 office to C3 residential. The application proposes the delivery of 27 flats.

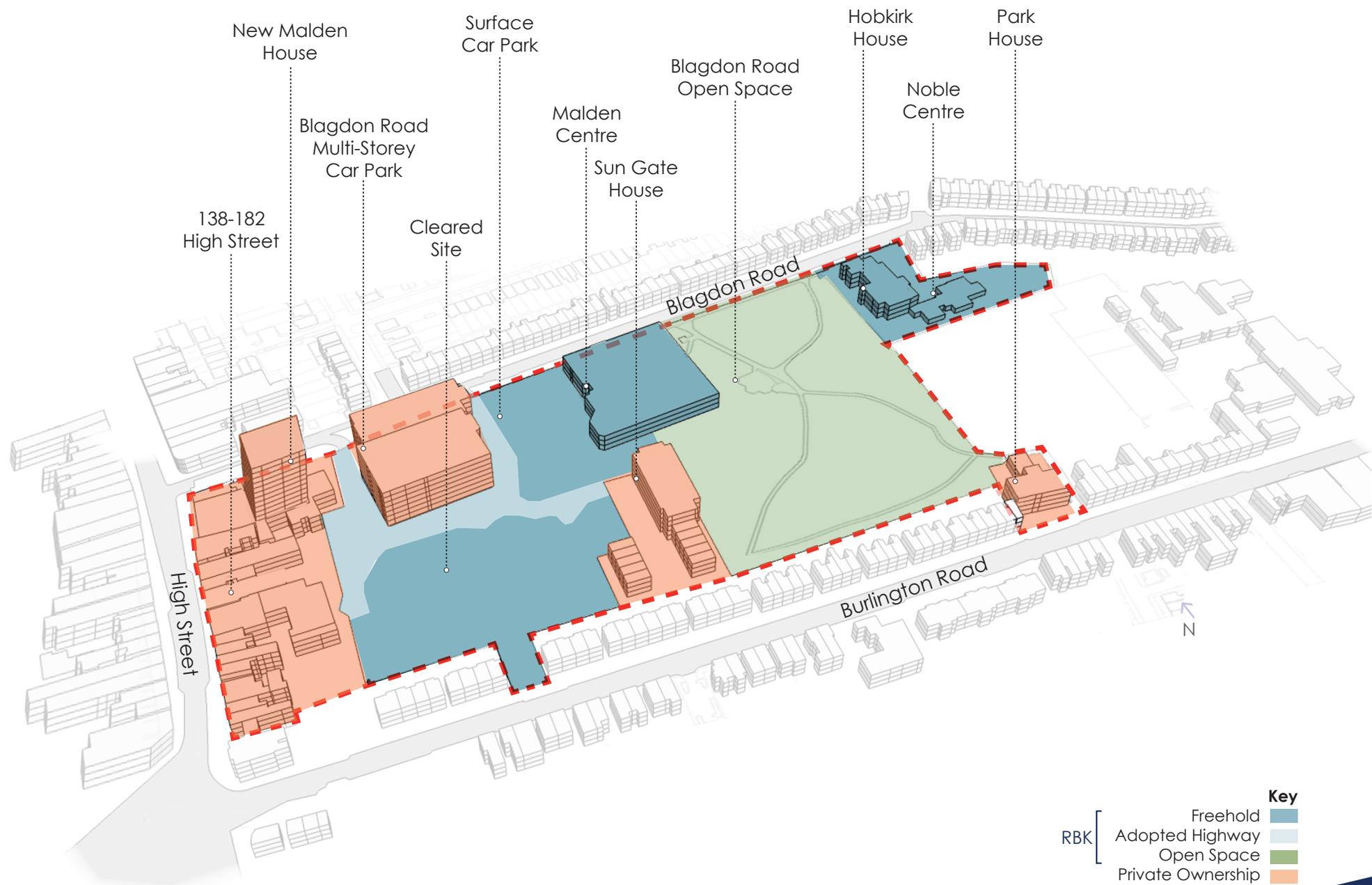
### 138-182 High Street

This comprises a number of properties that front onto the High Street. These have retail or commercial uses at ground floor.

### New Malden House, 1 Blagdon Road

An existing 10 storey vacant office block on a double height raised base. Planning permission consented subject to Section 106 Agreement for increased in height to 12 storeys, recladding and change of use to provide 93 residential units.

Please Note : 'Storey' heights are inclusive of ground floor



New Malden House  
 Surface Car Park  
 Blagdon Road Multi-Storey Car Park  
 138-182 High Street  
 Cleared Site  
 Malden Centre  
 Sun Gate House  
 Blagdon Road Open Space  
 Hobkirk House  
 Noble Centre  
 Park House

High Street

Blagdon Road

Burlington Road



		Key	
RBK	[	Freehold	<span style="display: inline-block; width: 15px; height: 15px; background-color: #4682B4; border: 1px solid black;"></span>
		Adopted Highway	<span style="display: inline-block; width: 15px; height: 15px; background-color: #ADD8E6; border: 1px solid black;"></span>
		Open Space	<span style="display: inline-block; width: 15px; height: 15px; background-color: #90EE90; border: 1px solid black;"></span>
		Private Ownership	<span style="display: inline-block; width: 15px; height: 15px; background-color: #FF8C00; border: 1px solid black;"></span>

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# Access & Movement

Due to the way that the site is bounded, pedestrian permeability is currently limited. Apart from access to the north of the site, the only pedestrian link is an informal connection at the south east of the site around the back of Park House and along the southern boundary of the Burlington schools site. This is not a Public Right of Way.

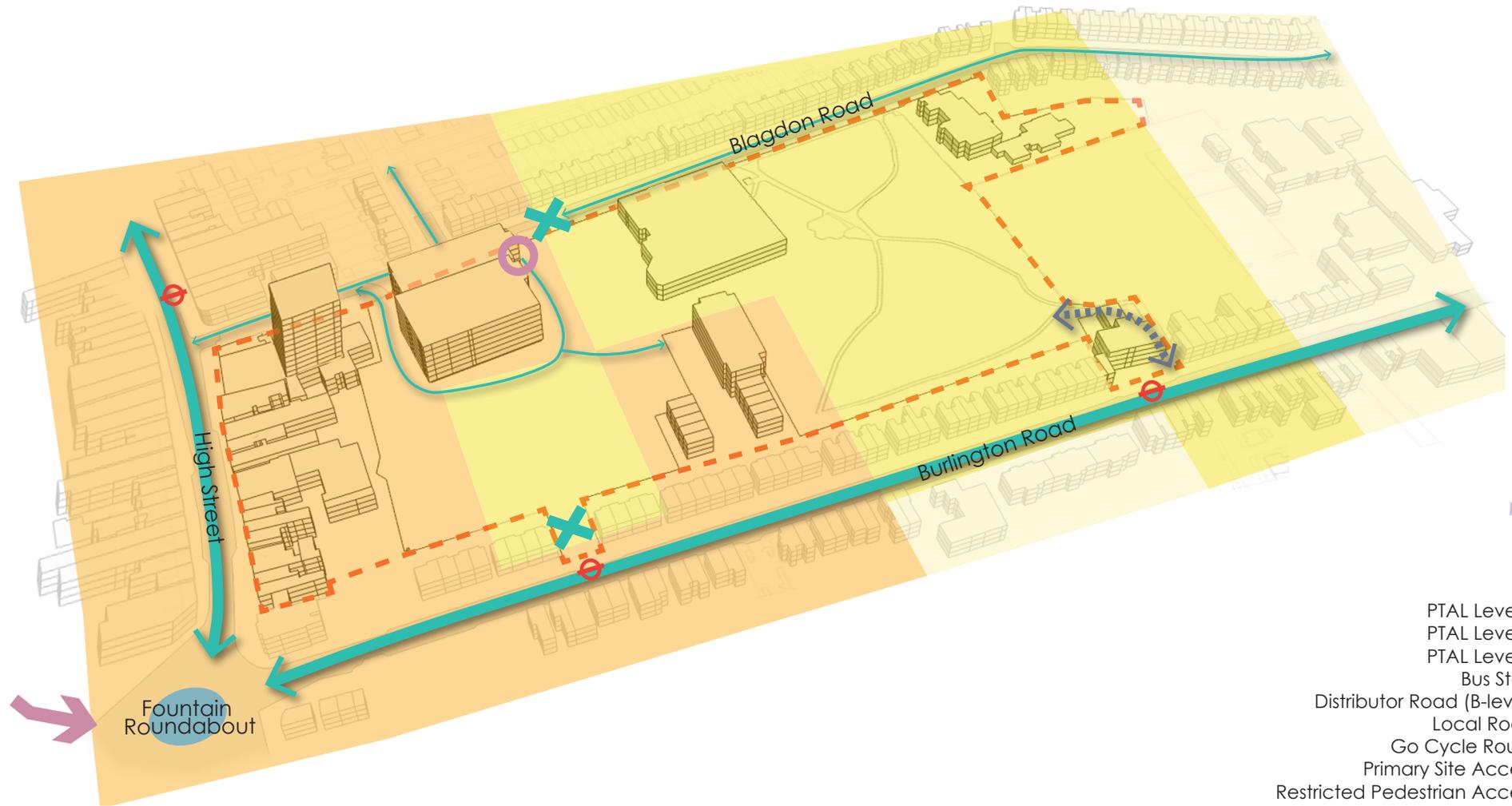
The strategic cycling network around the site which runs along the High Street and Burlington Road is set to undergo a substantial upgrade as part of the Council's Go Cycle Programme. This has been facilitated by over £30m of Mini-Holland funding from the Mayor for London and Transport for London. The funding will deliver world-class cycling infrastructure to promote sustainable travel. As part of the project the Council is seeking to deliver onward links to Kingston Town Centre and Raynes Park.

The site has a Public Transport Accessibility Rating Level (PTAL) of 3 to 4. It is located approximately 500m from New Malden railway station which is in Travelcard Zone 4 and provides fast and convenient connections to Kingston and London Waterloo via Wimbledon. The railway station forms part of the proposed Crossrail 2 regional route. The site is also in close proximity to several bus stops that provide connections to Kingston and Wimbledon.

The only vehicular access to the site is from New Malden High Street. This connects up to the west end of Blagdon Road and provides vehicular access to Cocks Crescent itself, the major uses on the site and provides service access to the rear of the High Street shops. The site can also be reached from the east, however due to a road block on Blagdon Road it is not possible for vehicles to enter Cocks Crescent from the east or

to connect up with the High Street.

Two areas of public car parking are provided on the site: a surface level pay and display car park outside the Malden Centre comprising 83 spaces and a multi-storey car park on the upper floors of 23-37 Blagdon Road comprising 549 spaces. The upper storeys of the car park are currently closed off to the public therefore the operational capacity of the car park is significantly below this level.



- Key**
- PTAL Level 4
  - PTAL Level 3
  - PTAL Level 2
  - Bus Stop
  - Distributor Road (B-level)
  - Local Road
  - Go Cycle Route
  - Primary Site Access
  - Restricted Pedestrian Access
  - Restricted Vehicular Access

# Site Conditions

In the past, development has taken place as a series of separate and individual developments which has resulted in a low quality, piecemeal built form without a cohesive character. The context to the site is defined by New Malden House (a 10 storey office block with consent for a 12 storey residential conversion), the 7-storey multi storey car park building, 2 to 4 storey properties along the High Street, and 2 storey terraced residential development which surrounds the majority of the site. This results in a form of development which reduces in height and intensity from the west to the east.

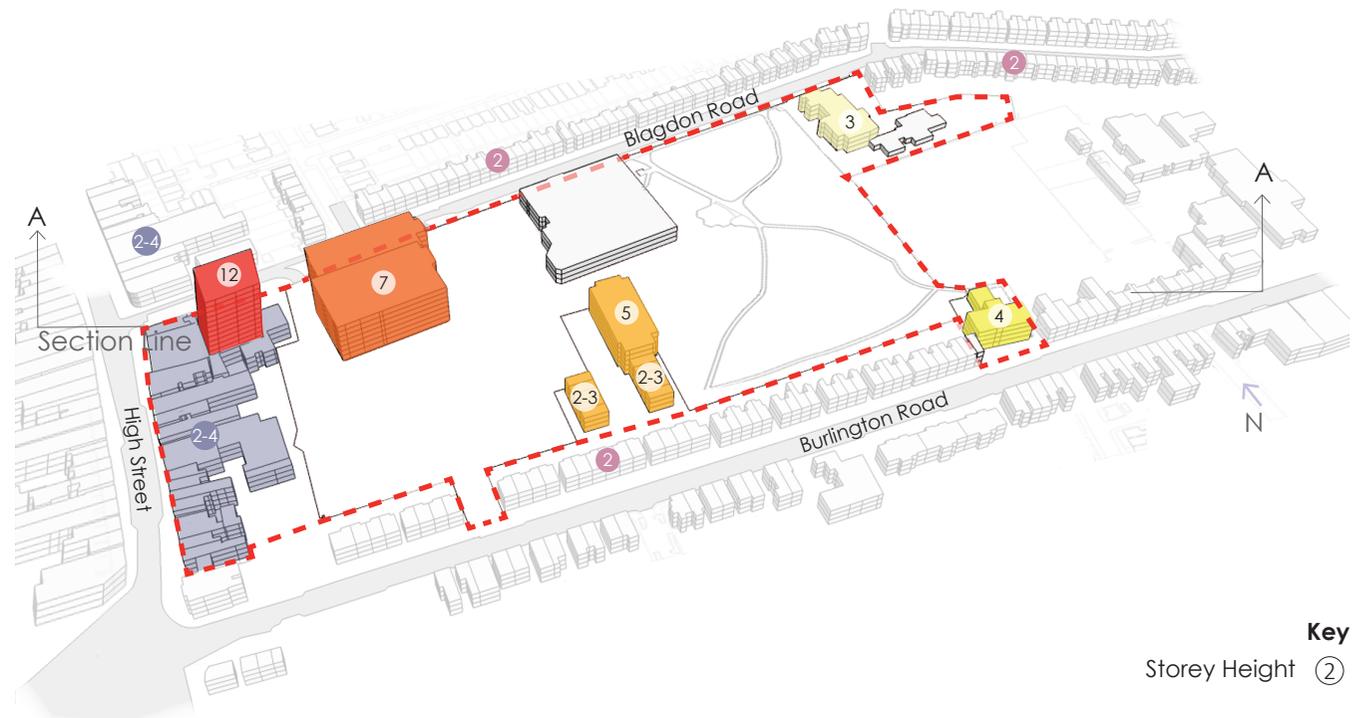
New Malden House is the tallest building on the site and the multi storey car park at 23-37 Blagdon Road is approximately half the height. The housing development completed on the Sun Gate House site has a maximum building height of 5 storeys. It comprises 10 townhouses plus an apartment block. The Malden Centre, Hobkirk House and the Noble Centre are located further east and are scaled in a way which is more consistent with the surrounding residential development. The Malden Centre comprises two levels and Hobkirk House and the Noble Centre range in height from 1 to 3 storeys.

With the exception of new build housing on the Sun Gate House site, the existing development has a dated and poorly maintained appearance that does not contribute positively to the streetscene. The structures themselves are ageing and generally in need of replacement. The multi-storey car park is in need of major refurbishment. Hobkirk House and the Noble Centre, which were formerly in community use, have been assessed as being no longer fit for purpose and are therefore vacant (or in the process of being vacated). The Malden Centre will eventually need to be replaced or

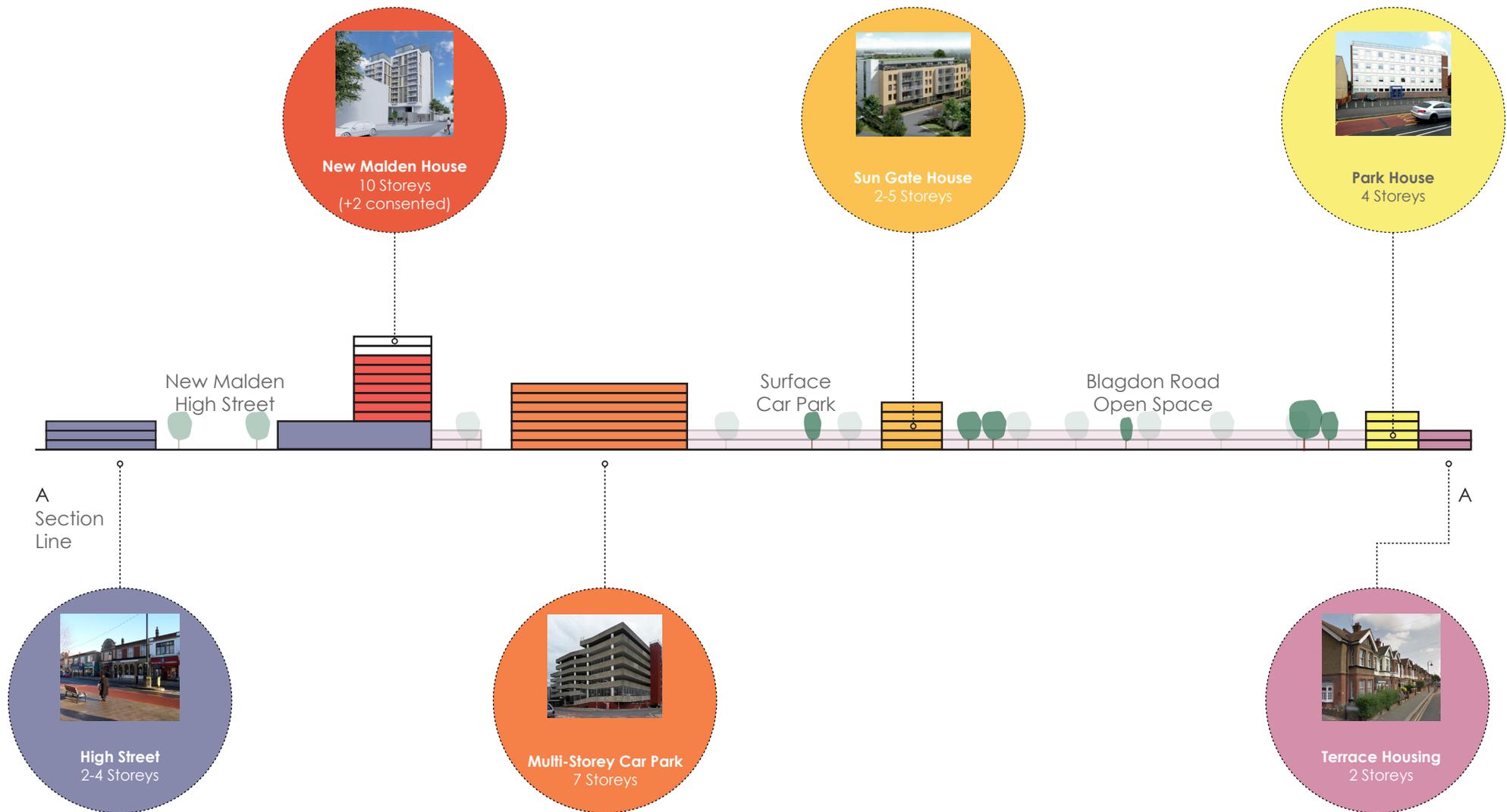
substantially refurbished if it is to continue to be fit for modern requirements.

The buildings within the SPD boundary that front the High Street, particularly the Post Office and the parade of buildings to the south, are of similar quality to the nearby the Buildings of Townscape Merit (BTM) and form a characterful group. Edwardian and interwar housing which borders the SPD area is generally of a high quality. Overall, the site's context has a strong, cohesive character and forms much of the local neighbourhood's distinctiveness.

The public realm in the vicinity of the site is generally in poor condition and does not promote activity. While Blagdon Road Open Space is well used, parts of it are uninviting and underperforming as an open space. The design and layout of the space does not promote public surveillance and fails to support perceptions of safety.



Please Note : 'Storey' heights are inclusive of ground floor



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# Planning Policy Context

The planning policy context for the SPD area is provided by national, regional and local planning policies and guidance. A summary of key policies is provided below. This is not an exhaustive list; planning applications will be assessed having regard to all relevant policies and guidance.



## ***The National Planning Policy Framework (NPPF, March 2012)***

At the heart of the NPPF is a presumption in favour of sustainable development. It attaches great importance to the design of the built environment, where good, high quality and inclusive design is seen as a key aspect of sustainable development, indivisible from good planning, and should contribute positively to making places better for people.

It also requires that development responds to local character and history, and reflects the identity of local surroundings and materials.

Excluding Blagdon Road Open Space, the site comprises a previously developed (brownfield) site, in a highly accessible town centre location with potential to accommodate a mix of uses. Cocks Crescent is therefore a major opportunity to deliver sustainable development within the Borough.

The policies in the Council's adopted Core Strategy align with the core land-use planning principles of the NPPF.



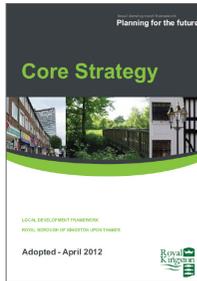
## ***The London Plan (2016)***

Town centres are a key spatial priority of the London Plan. Boroughs are required to strengthen town centres by encouraging a wider range of services and promoting diversification, particularly through high density, residential led, mixed-use redevelopment.

Town centre renewal is seen as a key strategy to increase housing supply. Boroughs are encouraged to realise brownfield housing capacity through use of surplus public land. The London Plan provides significant support for re-developing Cocks Crescent to deliver new intensified uses including housing.

Policy requires that the housing potential of the site is optimised in line with the sustainable residential quality density matrix (Policy 3.4). The site has a Public Transport Accessibility Level of 3 to 4 and has an urban setting when assessed against the London Plan definition. The London Plan therefore indicates an appropriate density range of between 70 and 260 units per hectare.

The London Plan requires that a joined up approach to 'place shaping' is taken, fostering mixed use development and locally-based action to enhance the quality of places, provision of social infrastructure and sustainability of neighbourhoods.



### **The Royal Borough of Kingston upon Thames Core Strategy (April 2012)**

The Core Strategy provides the vision, objectives and strategic policies for managing future growth, change and development within the Borough. It contains a number of policies which directly relate to the site and the proposals map sets out the policy designations which apply.

The main policy guiding development and change in New Malden is Policy MC1 Maldens and Coombe Neighbourhood. This seeks to deliver the following vision:

*“New Malden District Centre will be a thriving and attractive shopping destination with a good range of walk-to retail provision to meet the needs of the diverse local community. Redevelopment at Cocks Crescent and around New Malden train station will enhance the vitality of the District Centre.”*

Policy MC1 (part c) requires that Blagdon Road Open Space is maintained and improved in order to help meet deficiencies identified in open space provision.

Policy MC1 (part d) states that the Council will ensure better management of car parking supply in New Malden District Centre especially at Blagdon Road Multi-Storey Car Park.

Policy MC1 (part e) sets out that the Council will ‘reinforce the character and identity of Maldens and Coombe and enhance its attractiveness as a place to live, work and enjoy by promoting and managing development opportunities, particularly in the Cocks Crescent area of New Malden District Centre’.

Part h of Policy MC1 states that Cocks Crescent has potential for a comprehensive mixed use redevelopment, including leisure and community uses, to enhance the vitality and viability of the District Centre.

With the exception of Hobkirk House and Noble Centre, all of the site falls within New Malden District Centre. Blagdon Road Open Space is designated as a Local Open Space. The properties which front the High Street are designated as a shopping frontage.

Policy CS12 seeks to enhance the vitality and viability of New Malden so that it remains a focus for “walk-to” services, shopping and other town centre uses, e.g. business and employment, culture, community uses, entertainment, farmers and street markets, policing, leisure and housing (including affordable housing), and continues to provide employment opportunities.

Policy CS10 directs that new housing should be delivered in the most sustainable locations and with the associated infrastructure necessary to support it. New Malden District Centre is stated as a preferred location for new housing. Policy DM15 identifies the delivery of affordable housing as a key priority and states that the Council will seek to maximise its provision.

# Developing the Vision

The vision for the Cocks Crescent SPD area has been developed through a comprehensive process of analysis, assessment and engagement. The vision has been established having regard to the existing planning policy context. It reflects the priorities set out in the Maldens and Coombe Neighbourhood Community Plan, the Vision for New Malden Town Centre, prepared by the Maldens and Coombe Neighbourhood Committee, and responds to feedback given through direct engagement in relation to the SPD.

## Maldens and Coombe Neighbourhood Community Plan

- » prepared by the Council in consultation with local residents
- » identifies a priority to "support the economic regeneration of local areas to sustain their viability for the benefit of local residents, and maintain vibrant local shopping districts that benefit the local community."

## Priorities for New Malden Town Centre

- » prepared by the Maldens & Coombe Neighbourhood Committee
- » economic regeneration is a top priority for the development of New Malden Town Centre
- » redevelopment of Cocks Crescent is a key opportunity
- » supports a review of the existing development brief for Cocks Crescent (adopted in 2009) to ensure it reflects local needs and will work to support the improvement of the High Street.



**Stage 1**  
**Summer 2015**  
High-level Engagement  
Issues & Aspirations



**Stage 2**  
**Autumn-Winter 2015**  
Detailed Engagement  
Design Options



**Stage 3**  
**Summer 2016**  
Formal Public Consultation



# Engagement Outcomes

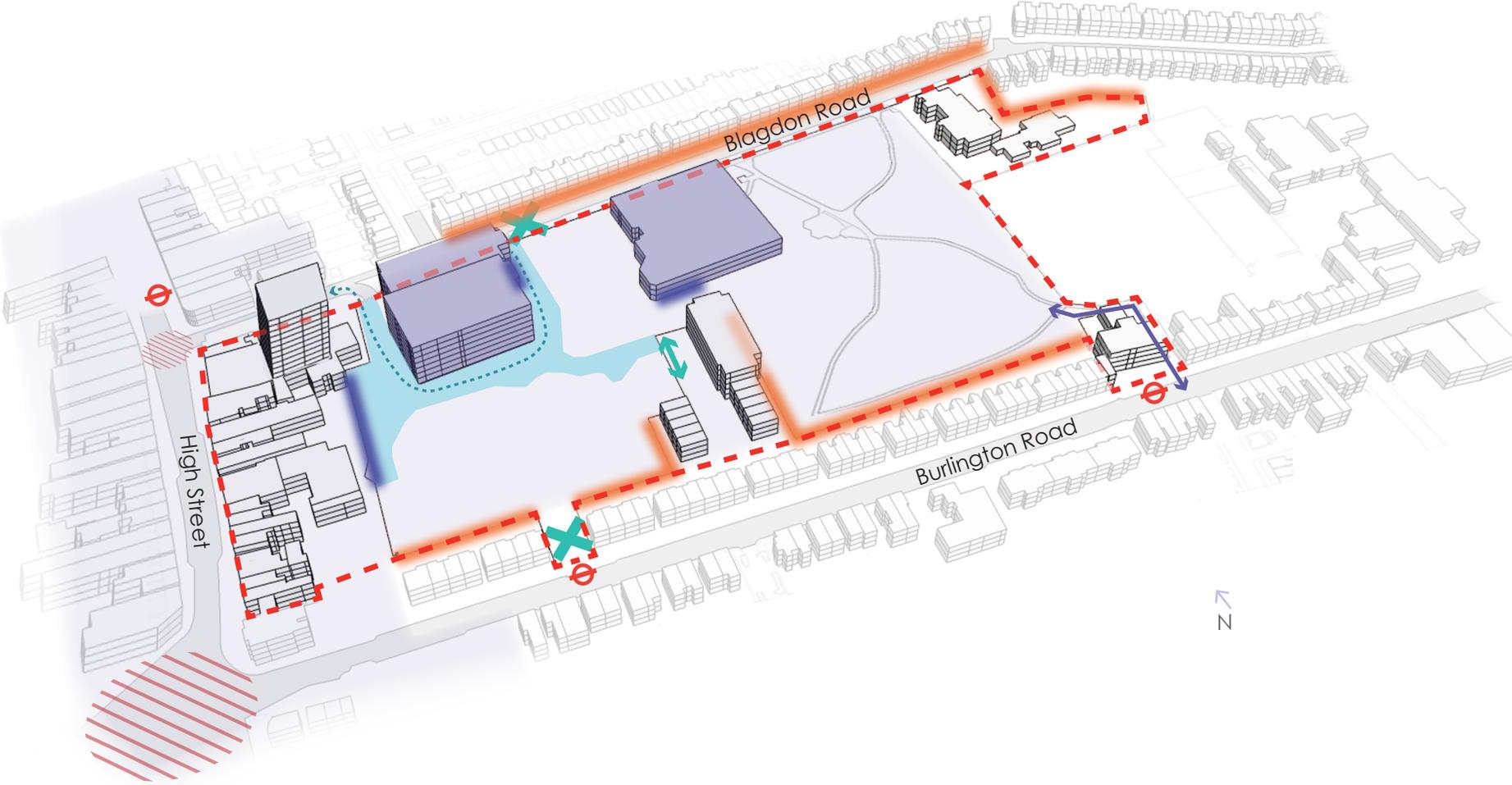
## Priorities Identified Through Stakeholder Engagement



## Top 5 Uses

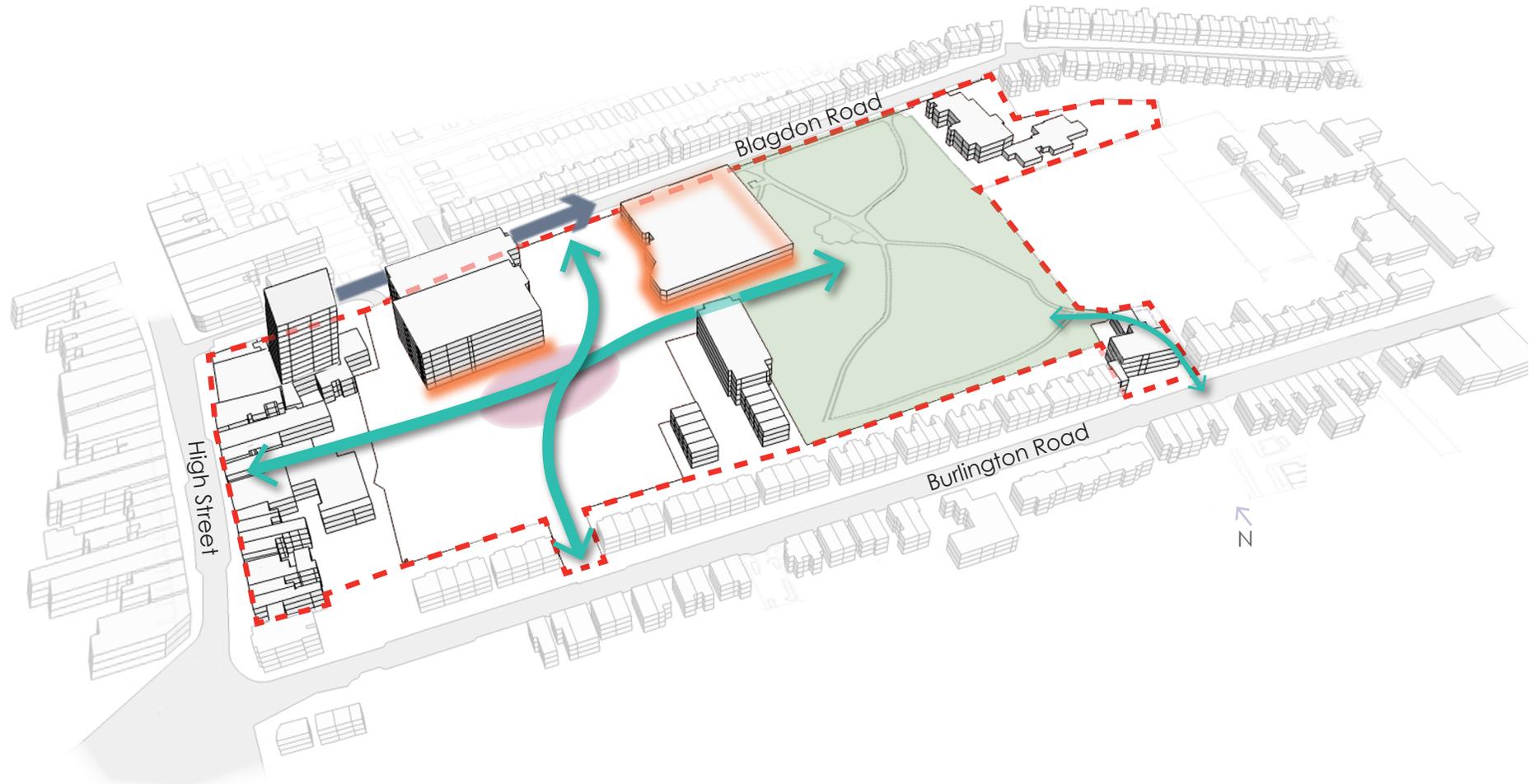


# Constraints



- Key**
- Contractual Arrangements
  - Adopted Highway
  - Service Area
  - Area Sensitive (character, streetscape, overlooking)
  - Fixed Vehicular Access
  - One-way Traffic Movement
  - Restricted Access Barrier (Emergency Vehicle)
  - Informal Pedestrian Route
  - Bus Stop
  - New Malden District Centre
  - Potentially Constrained Junction

# Opportunities



- Key**
- Potential location for Public Square
  - Opportunity for Active Ground Floor Uses
  - Improve Permeability
  - Extend Ground Floor Active Frontage (Retail, Commercial)
  - Improve Open Space

# SWOT Analysis

## Strengths

- » District Centre location;
- » Land is predominantly owned and controlled by the Royal Borough of Kingston;
- » The site is appropriate for a mix of uses including higher-density residential development, retail, office and community uses;
- » Excellent location within walking distance of local amenities;
- » Highly accessible site within close proximity to mainline rail, the bus network and the Go Cycle Network;
- » The site contains a substantial amount of open space. This is significantly important to the local community, particularly for children's play;
- » Variety of parking facilities available;
- » A parade of characterful and attractive buildings front New Malden High Street within the SPD area; and
- » The Malden Centre generates significant footfall and, as a popular local facility, is a key town centre attractor.

## Weaknesses

- » The site contains a number of land parcels which are either cleared of development or contain vacant buildings. This detracts from activity and interest;
- » Most buildings within the SPD area are visually poor, physically deteriorating or not fit for purpose;
- » Land parcels have been developed on a piecemeal basis which results in a disjointed and visually unattractive site;
- » The area lacks permeability and connectivity;
- » Pedestrian only accesses have no effective Right of Way;
- » A large portion of the site is designated as highway or is required to service existing uses;
- » The public realm and pedestrian environment within this area is low quality; and
- » Blagdon Road Open Space is of poor quality and attracts anti-social behaviour.

## Opportunities

- » Concentration of land ownership supports a planned, comprehensive approach to redevelopment;
- » The site is capable of accommodating a more intense form of development;
- » Creation of a new 'Community Sport and Wellbeing Hub' for New Malden;
- » The development of the site should help strengthen and reinforce the vitality and viability of the District Centre;
- » Increase number of linked trips for District Centre visitors by expanding diversity of uses;
- » Delivery of a development that encourages walking and cycling;
- » Create distinctive, high-quality buildings and public realm;
- » Development that could fund significant improvements to Blagdon Road Open Space;
- » Delivery of a new public square or focus of activity within Cocks Crescent creating a new heart for the District Centre;
- » Enhance the attractiveness and popularity New Malden High Street; and
- » New Malden is set to be included on the regional route of Crossrail 2.

## Threats

- » A number of leases and contractual arrangements are in place which may limit development options;
- » Redevelopment of the site will generate additional demands on local infrastructure;
- » There are a significant number of stakeholders with an interest in the redevelopment of Cocks Crescent and these may have competing views;
- » Development must be carefully designed and constructed so that 23-37 Blagdon Road and High Street properties can continue to be serviced;
- » There is already parking stress on surrounding streets;
- » Growth of retail development elsewhere in the Borough will potentially impact the vitality and viability of New Malden High Street;
- » Potentially constrained access to the High Street and Burlington Road; and
- » There are changes proposed to the local highway network as a result of the Kingston Go Cycle Programme that could potentially impact local vehicular movement.

# Vision

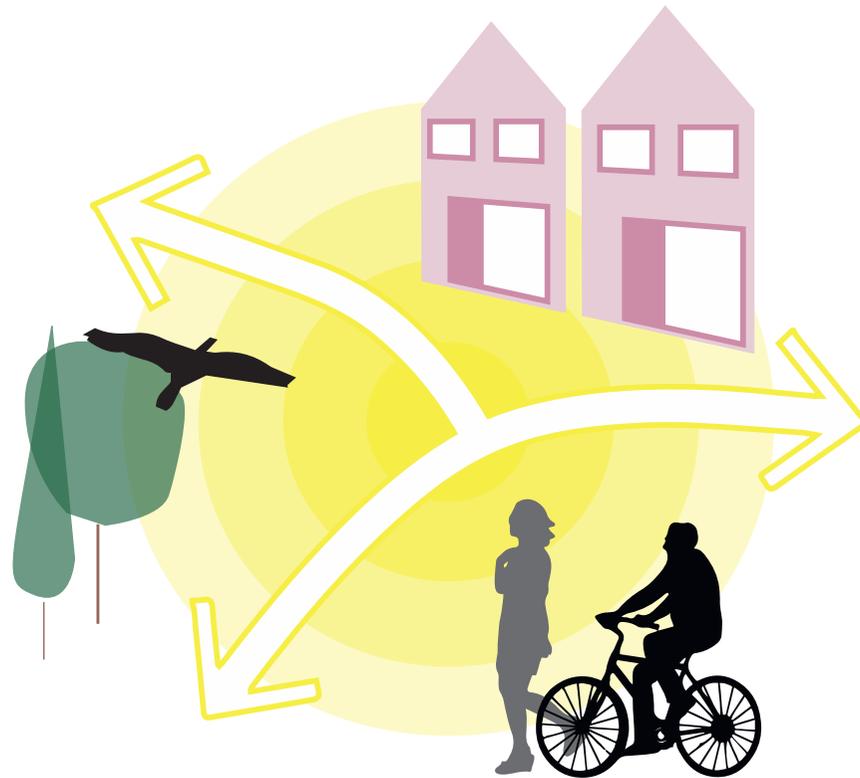
Cocks Crescent will be transformed into the new heart of New Malden District Centre. The site will be comprehensively redeveloped in a way that responds to the aspirations of the local community and the needs of the wider Borough. A vibrant, mixed use development will create a new cohesive character for Cocks Crescent and will make a substantial contribution to the vitality, viability and attractiveness of the district centre and high street.

A new civic focus will be created at the heart of the development through a new Community Sport and Wellbeing Hub and public square.

Redevelopment will deliver high-quality new and affordable homes that embody exceptional sustainability features and respond appropriately to the character of the local area. Development will support improvements to the public realm and Blagdon Road Open Space, as well as enhancing pedestrian connections that reconnect the site to its surroundings. Walking and cycling will be the transport modes of choice for new residents who will be able to take advantage of Kingston's Go Cycle Programme.

The Cocks Crescent SPD has been prepared with five interlinked objectives. These are to:

- » Set out and secure the long-term vision for Cocks Crescent;
- » Create a planning and design framework to realise the vision;
- » Enable the regeneration of the site to proceed as quickly as possible;
- » Ensure that the redevelopment of the site constitutes sustainable development; and
- » Ensure that redevelopment is commercially realistic and deliverable.



# Overarching Principles

Proposals for redevelopment of the site must demonstrate that they are consistent with the following principles:

- » A comprehensive development outcome that supports the Cocks Crescent vision;
- » A high-quality design that delivers a strong sense of place, promotes safety and responds sensitively to the character of the local area;
- » Health and well being will underpin any regeneration;
- » A mix of uses that strengthens the role of New Malden District Centre and enhances its vitality, viability and attractiveness;
- » Uses and improvements that give high priority to the community's aspirations as per the stakeholder and community engagement;
- » Development that optimises population and economic growth to meet the needs of a growing population;
- » A cohesive form of development that promotes sustainable methods of transport and strengthens links between key destinations; and
- » Development that accounts for existing and planned infrastructure and contributes appropriately to local requirements where required, such as schools and healthcare.

Proposals for redevelopment of the site must deliver a new, council-owned community sport and wellbeing hub including a 25 metre swimming pool which is appropriate for the future .

## Precedent Projects

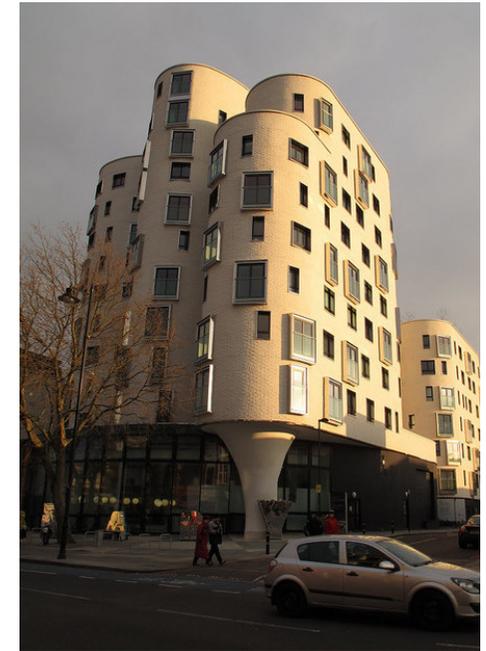


### Greenwich Square

*Greenwich*

A £225m mixed-use development with a public square and a community hub including leisure, library and health facilities.

Stephen Craven  
<http://www.geograph.org.uk/>



### Clapham Leisure Centre

*Clapham*

£80m mixed-use regeneration scheme that delivered new leisure and library facilities through enabling development.

Stephen Craven  
<http://www.geograph.org.uk/>

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# Land Use Strategy

Cocks Crescent has the potential to accommodate a sustainable, mixed-use development, including multiple uses within individual buildings.

The SPD does not propose a precise use mix rather it provides a flexible framework within which delivery of the vision for the site may take place. The Council will support the residential-led redevelopment of the site. Residential uses must facilitate the delivery of new community and leisure facilities. The site is appropriate for a full range of residential uses including assisted living and extra care.

The delivery of employment, retail, leisure and community uses will be supported provided that they accord with the overarching principles and comply with relevant guidance. High-quality office and business accommodation, which is suitable for start-ups and small and medium enterprises, should be included within any proposals.

The SPD is not prescriptive about the distribution of particular uses, subject to proposals adhering to relevant guidance about active frontages, design and spatial relationships (page 25). The location of uses will depend upon the particular requirements of each use, opportunities and constraints as well as delivery mechanisms and phasing.

A new civic focus will be created at the heart of the development through a new Community Sports and Wellbeing Hub and public square. This requires enhancing the existing leisure and community provision on the site, which is further explained on page 26.

Blagdon Road Open Space is a valued local asset but have potential for significant improvement. As part of the redevelopment of Cocks Crescent, the Council seeks to deliver a significant upgrade to the open space. In the event of a proposal to comprehensively redevelop Cocks Crescent, the Council will give consideration to the reconfiguration of Blagdon Road Open Space where it can be demonstrated that:

- » There would be no net loss of open space within the development as a whole;
- » The reconfigured open space would be of a higher quality than the existing open space provision, creating a safer and more user-friendly environment as well as enhancing biodiversity and ecology; and
- » The reconfiguration of the open space would enable a better overall development outcome than if it were retained in its current form.

The Council will not require community uses to be re-provided on land currently occupied by Hobkirk House and the Noble Centre. The loss of any other community uses within the site will be assessed with regard to the Council's relevant policies.

The site includes a key frontage onto New Malden High Street. In the event that these properties come forward for redevelopment, the Council will require that an active High Street frontage is retained. The exception to this is where a proposal will create a new east west pedestrian/cycle link from the High Street to Cocks Crescent. This would enhance the connection from Cocks Crescent to the wider district centre and would be welcomed. There is

also an opportunity to extend active frontages eastwards along Blagdon Road which would support integration of the site with the High Street.

A key aspiration of the Council is to deliver a vibrant development. It is therefore essential that active ground floor uses are delivered in appropriate locations. The SPD allows for flexibility over the distribution of uses within the site, however it must be demonstrated that the proposed layout will create a positive environment at street level and that development responds appropriately to movement routes, public realm and public open space.

Where new development impact the quality of existing uses, adequate mitigation measures must be designed into the new development.

## Future Developments

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This SPD principally addresses the Council's land holding. Any future planning applications submitted in respect to private land holdings within the SPD area must comply with the principles set out in this document.

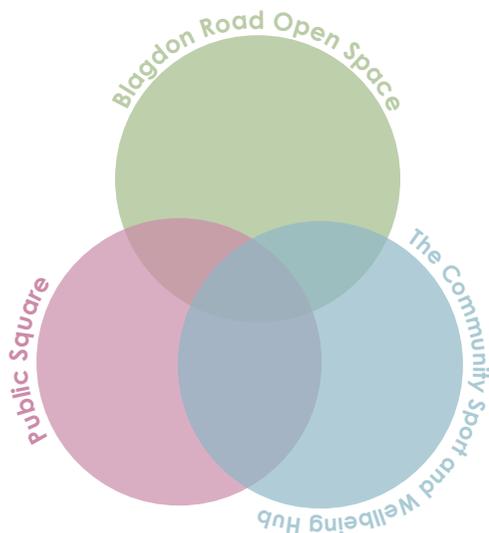
The Council will refuse applications that constitute piecemeal development and do not contribute towards the overall vision for the site. This includes single use developments and developments which do not contribute to the vibrancy and vitality of the site as whole.

## Relationship Between Uses

The Council seeks configuration and land-use relationships that support the vision for this site - to create a new heart for New Malden.

In particular, it is essential that a positive relationship is made between the following elements of the scheme:

- » The Community Sport and Wellbeing Hub;
- » The Public Square; and
- » Blagdon Road Open Space.



# The Malden Centre

The Malden Centre is an important and popular part of the local community. As part of the future development of the site, the Council is committed to improving the offer currently provided at the Malden Centre through the delivery of a new, publicly-owned Community Sport and Wellbeing Hub, including a 25m swimming pool.

The Council has recently adopted an 'Indoor Sports Facilities Strategy' assessing the Borough's future need.

This Strategy recommends the following facilities in New Malden to be provided in a new Community Sport and Wellbeing Hub, in order to meet the needs of a growing population:

- » A new 6 lane 25-metre swimming pool;
- » Teaching pool (moveable floor – to enable water based exercise classes etc.);
- » The potential reconfiguration of the open space to enable a better overall development outcome;
- » Fitness suite (approximately 100-120 stations);
- » 4-6 badminton court sports hall;
- » Cafeteria; and a
- » Range of office space and meeting rooms (determined by the number of services on offer e.g. GP referral, physiotherapy, community liaison, Police etc.)

Further feasibility and viability work will be required to establish a range of deliverable development scenarios. These details will be considered at a later stage, during the planning application process.



# Access & Movement Strategy

## Permeability

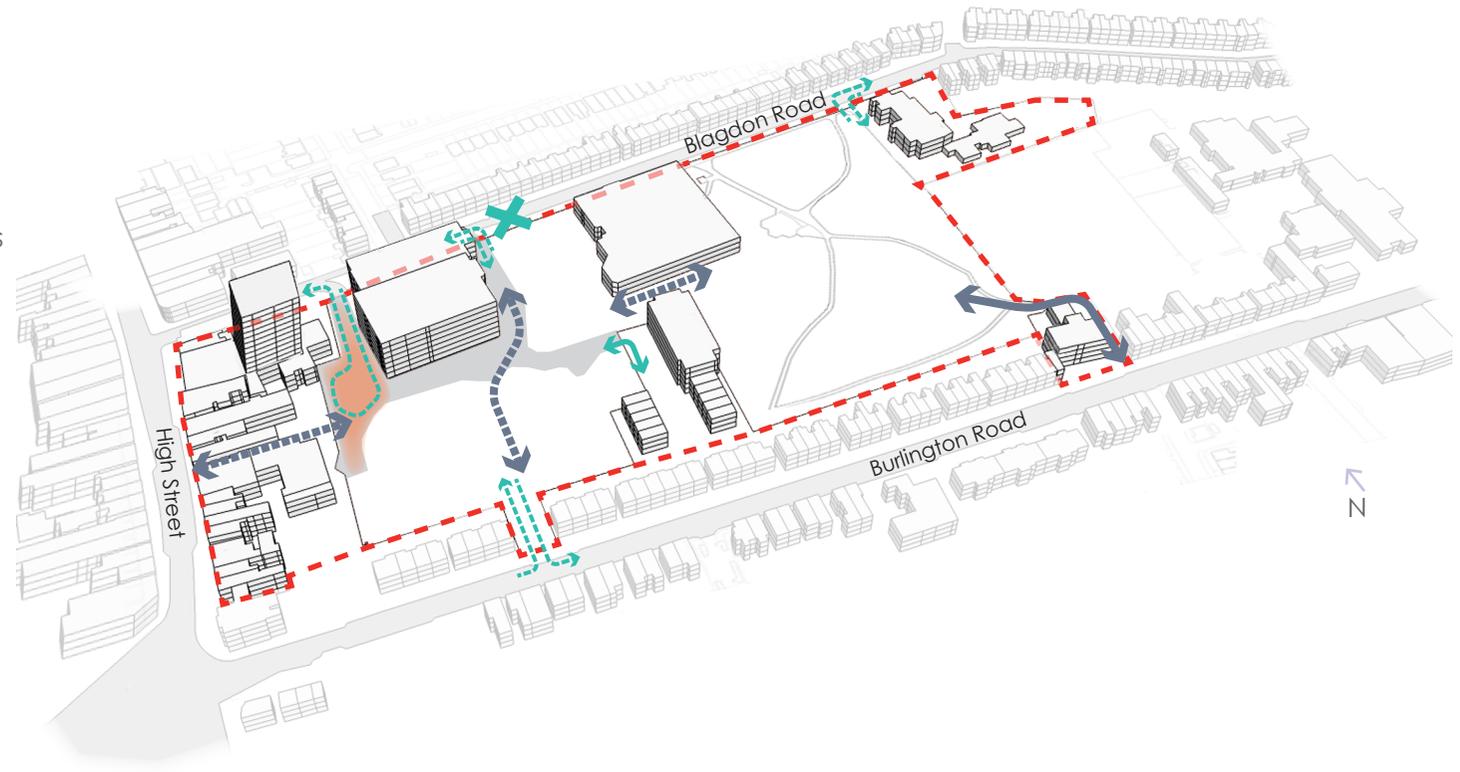
A key aspiration of the Council is to increase pedestrian and cycle permeability and connections within the site and between Cocks Crescent and the surrounding area. New development must provide for improved pedestrian linkages within the development creating connections which are direct, pleasant and safe. Redevelopment of the site should deliver an improved east west link reinforcing the connection from the High Street to Blagdon Road Open Space.

Currently, the only formal pedestrian access to the site is from Blagdon Road where there is good permeability into the site. However, there is no formal access from the east, south or west due to the layout of surrounding development. There is an informal link providing pedestrian access to the site from Burlington Road but this is via private land. The Council will work with the relevant landowners to enhance and upgrade links to ensure safe and user-friendly access.

## Access/Egress

In order to facilitate the comprehensive redevelopment of the site, mitigate highways impacts of new uses and maximise connectivity between Cocks Crescent and the surrounding area, it is proposed to deliver a new vehicular access point onto Burlington Road.

The new access point onto Burlington



Road will support a new development cluster on the site of the former Crescent Resource Centre. No vehicular through route will be permitted from Burlington Road to Blagdon Road.

The creation of an additional access will increase the potential vehicular access points to the site to three. The main

	Key
Opportunity to improve pedestrian link	↔
Opportunity to create pedestrian link	↔--↔
Potential Service & Coach Parking Area	■
Existing access to be retained	↔↔
Potential new 2-way-access	↔↔↔
Existing road closure to be retained	✕
Adopted Highway	■

access to Cocks Crescent will continue to be from the west end of Blagdon Road. There is also potential for an enhanced access to the east of the site from Blagdon Road. Development must be distributed throughout the site in a way which minimises the overall impact on the highways network.

Proposals must demonstrate that they will have no unacceptable impacts on the wider highway network. Regard must be had to the cumulative impact of development across the site as a whole as well as planned changes to the local highways network as a result of the Kingston Go Cycle Programme.

Detailed design proposals will be required to establish an appropriate arrangement for the new access onto Burlington Road. It is anticipated that this would be a left in/left out only junction. The new access will also provide the opportunity to create vastly improved north south pedestrian and cyclist permeability. The delivery of a new site access will require agreement from Transport for London to re-position the eastbound bus stop on Burlington Road.

The Council has assessed the current configuration of the adopted Cocks Crescent highway and considers that there may be potential to deliver a new highways arrangement which would better support the vision for Cocks Crescent. This would involve closing the loop road around 23-37 Blagdon Road, extending the two-way section of the west end of Blagdon Road and creating two new two-way vehicular accesses into Cocks Crescent including a dedicated service access. It is recognised that there would be a number of impacts as a result of this change. Detailed

design is required to explore the deliverability of the proposal. Any proposed changes to the adopted Highway will be subject to public consultation in line with established processes for amending adopted highway.

### **Servicing**

The redevelopment of the site must be delivered in a way which does not compromise the servicing and access needs of existing uses. This includes the High Street properties which are serviced from the rear via Cocks Crescent as well as the uses which are located between 23 - 37 Blagdon Road.

### **Parking**

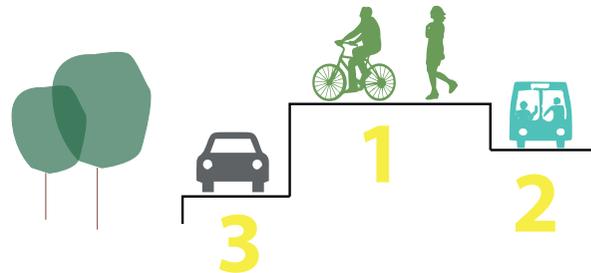
As part of the redevelopment of Cocks Crescent there are opportunities to take a strategic approach to car parking uses. The Council will take a holistic view of parking supply and the management of parking having regard to public car parking provision and opportunities for sustainable travel.

The site currently provides public car parking at both surface level and within the multi-storey. The surface car park is well-used. The multi-

storey car park is not operating at full capacity. A number of levels have been closed off and are in need of refurbishment before they can be re-opened. The Council will ensure that an appropriate level of public car parking is retained across the site including an appropriate amount to serve the leisure and community sport and wellbeing hub and high street . An appropriate level of coach parking will also be retained with opportunities for drop off/pick up, waiting and turning.

Any development should provide car parking in line the London Plan standards. A departure from the London Plan will only be considered acceptable where this can be robustly justified. The delivery of shared parking will be supported where appropriate.

Car parking should not dominate the streetscene and should be sensitively integrated within the development through basement car parking, rear parking courtyards, capped podium parking and integrated on-street parking. Areas of surface level car parking (public and private) should be landscaped and contribute positively to the public realm. Suitable levels of secure cycle storage must be provided.

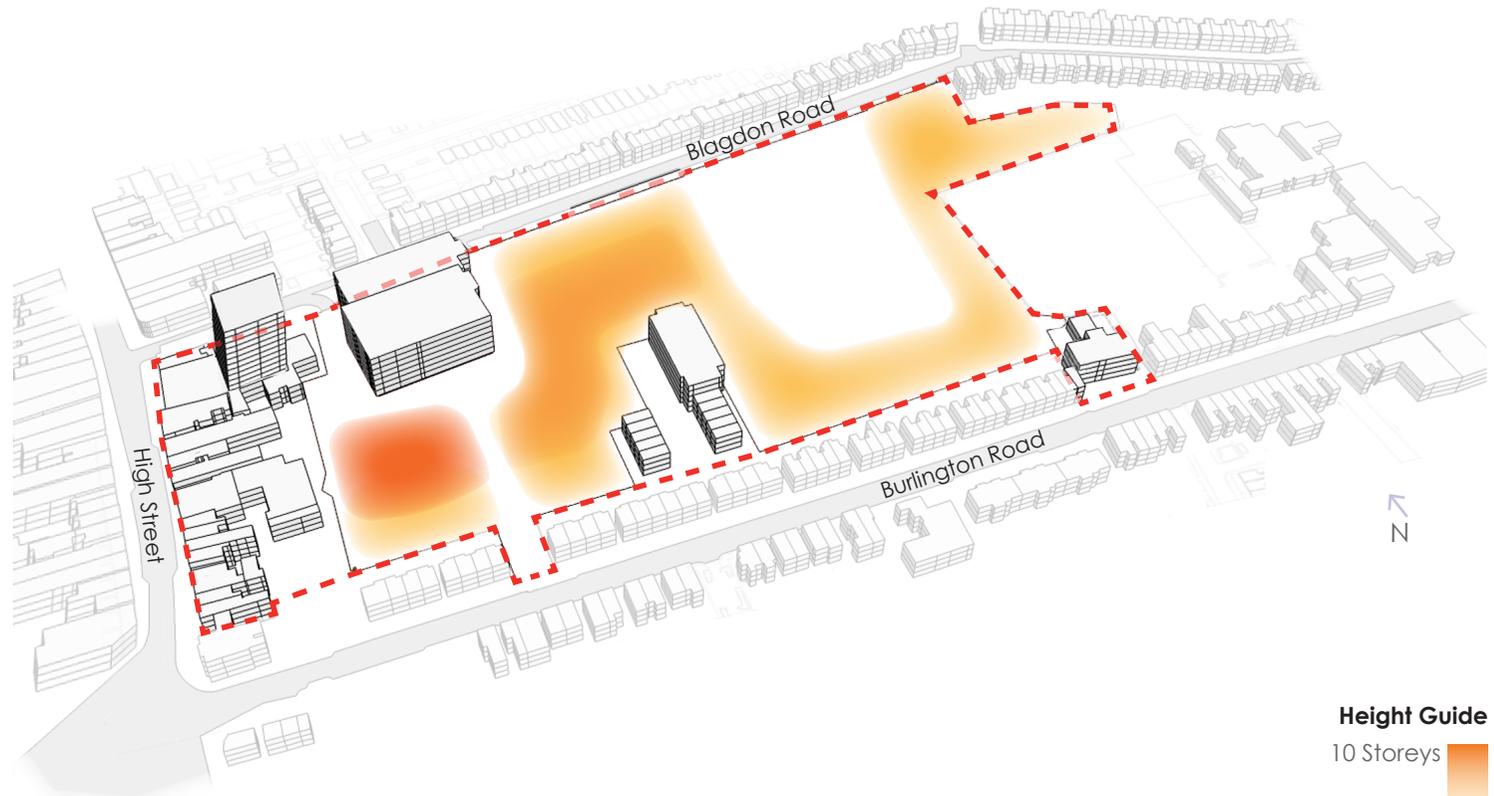


Pedestrian & cycle priority

# Height and Scale Strategy

This plan sets out opportunities for building heights within the site having regard to the surrounding context. It should be noted that building heights are indicative. The height guide is based on the aim to create a varied interesting townscape and to support relevant land uses and spaces. Planning applications will be assessed on their own merits in accordance with the following principles:

- » The height and scale of new buildings must respond to, and respect, neighbouring buildings and the character of the local area;
- » Building heights should increase with proximity to the High Street and be lower towards public spaces and adjacent residential properties;
- » Use of land should be optimised in accordance with the Sustainable Residential Quality density matrix (London Plan Policy 3.4);
- » Variation within the roofscape should enrich the townscape and create a greater sense of place and identity;
- » Improving the perception of space and people's willingness to use places and ensure enjoyment for all; and
- » Development must be carefully designed to ensure optimum sunlight, as well as mitigating potential wind tunnelling and micro-climate issues.



Please Note : 'Storey' heights are inclusive of ground floor

# Urban Design Strategy

A key aspiration of the Council and community is to deliver a vibrant development with a thriving public realm. Active frontages add interest, life and vitality to the public realm. It is therefore essential that active ground floor uses are delivered in appropriate locations. Buildings overlook public spaces to meet this aspiration.

It is considered a key urban design principal that the development is defined by a network of streets.

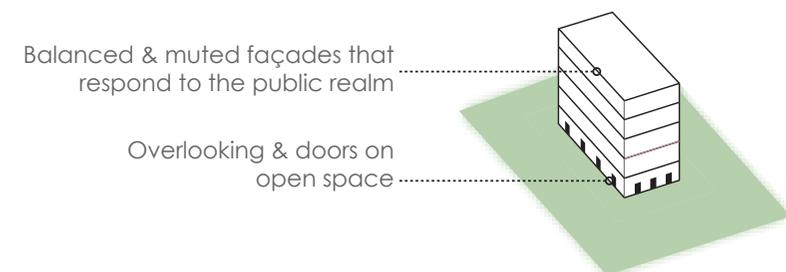
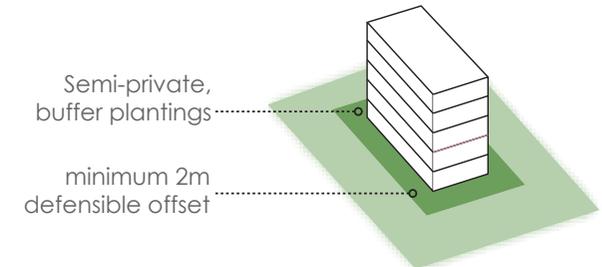
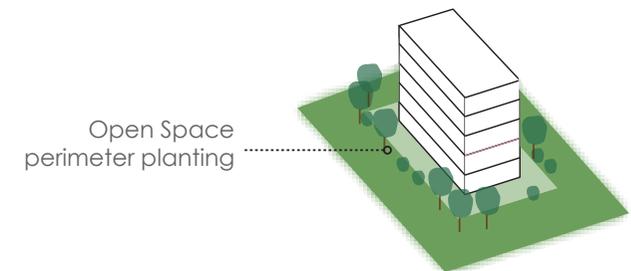
The SPD provides flexibility as to the distribution of uses within the site, however it must be demonstrated that proposed development will create a positive environment at street level and respond appropriately to movement routes, public realm and public open space.

The Council seeks to deliver a high-quality public realm which prioritises pedestrian movement and avoids vehicular dominance. New vehicular routes within the site should support this aim and be designed in accordance with TfL's Manual for Streets. Sustainable Drainage Systems (SuDS) must be incorporated as part of any public realm improvements.

## Shared Space



## Building Interface



Please Note : 'Storey' heights are inclusive of ground floor

The development should be landscape-led and contribute to a strong sense of place. A stimulating public realm that encourages social interaction requires detailed attention to the structure of space. There will be no net reduction in public open space and the Council seeks to achieve a net increase. Note that public open space can include hard surface areas such as public squares which primarily function as public spaces. Proposals for reconfiguring Blagdon Road Open Space will be assessed against the tests set out in the land use strategy.

### Public Realm Principles

Planning applications should deliver a comprehensive public realm scheme which improves the wider site. They will be assessed against the following principles:

- » **Distinctive** – public realm responds to local context with innovative design where appropriate;
- » **Safe & pleasant** – public realm is overlooked, visible, accessible and not subject to wind disturbance;
- » **Thoughtful** - materials and landscaping should be consistent and structure the public realm;
- » **Pedestrian friendly** - vehicular access subservient to pedestrian movement and a landscape-led design;
- » **Flexible** - social spaces should be provided and located near areas of activity (nodes, such as pavement cafe, markets or community uses);
- » **Eco-friendly** - enhances biodiversity and mitigates pollution and flooding; and
- » **Play** - facilities that enhance the ability for families and children of a range of ages to utilise the open space.

### Public Square

The Council has committed to deliver a new public square within the site that flexibly caters for local needs. These include:

- » The New Malden Farmers' Market;
- » The New Malden Fortnight; and
- » Other similar community events.

This square will be designed to the highest quality through hard and soft landscaping, creating a place that is lively, accessible and safe to use. The land use strategy (on page 24) requires the public square to demonstrate a strong relationship the new Community Sports and Wellbeing Hub and Blagdon Road Open Space.

### Precedent Projects



**Jubilee Gardens**  
*South Bank, £1.5 million*  
 A multi-functional green space with an adventure playground, event spaces, seating and planting.



**St Mary's Churchyard**  
*Southwark, £1.35 million*  
 A refurbished open space with bespoke play equipment, seating and planting.



**Arundel Square**  
*Islington, £750k*  
 A refurbished open space with children's play areas, woodland walk, seating and planting.

Julian Olsey  
<http://www.geograph.org.uk/>

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# Delivery

This SPD has been prepared to support the comprehensive redevelopment of Cocks Crescent. It sets out the long-term vision for the site and creates a planning and design framework to realise the vision.

The SPD has been prepared having regard to the need for redevelopment to be commercially realistic and deliverable. It is supported by a high-level financial appraisal.

One of the key messages received from stakeholders during the Stage 1 and 2 engagement on the SPD was a desire for improvements to the leisure and community provision on the site. There was significant support for the delivery of a new community sport and wellbeing hub at Cocks Crescent incorporating a replacement leisure centre and there was also support for the refurbishment of the existing Malden Centre. The financial appraisal prepared by consultants GL Hearn indicated that a new community sport and wellbeing hub would cost approximately £15 million at 2016 prices. Previous assessments have estimated that a comprehensive refurbishment of the Malden Centre on a like-for-like basis would cost up to 60% of the cost of a new facility. However, this option would involve various constraints, including potential limitations on the extent of improvements and diminished operating efficiency.

The Council's starting point is that the redevelopment of the site should be achieved on a cost-neutral basis. This means that new and upgraded community infrastructure, including a new Community and Wellbeing Hub, must be funded in full by enabling residential development.

The financial appraisal provided an indication of the amount of residential units which would be required to deliver a new community hub and other uses on the site on a cost-neutral basis.

As set out in the SPD Vision, the Council is seeking to comprehensively redevelop the site in a way which responds to the aspirations of the local community and the needs of the wider Borough. Achieving this objective within the context of the site's limited capacity and the Council's financial constraints will inevitably require prioritisation about what gets delivered. This will involve difficult choices about what is included within the scheme and what is excluded. Further feasibility and viability work will be required to establish a range of deliverable development scenarios and these will need to be assessed and ranked having regard to the full range of factors outlined above.

The financial appraisal highlighted a number of potential delivery options for bringing the site forward. These include:

- » **Direct delivery** – i.e. direct appointment of contractors for development of specified scheme funded entirely by the Council.
- » **Part direct delivery** – Council directly delivers parts of the scheme (such as the leisure centre and other non-income producing elements) and acts as (or with) a development manager, creating smaller, serviced site/s for which developer/s are separately procured.
- » **Single development contract with developer** – entire scheme delivered by a developer but with Council contractual control over content/timing etc. This could be achieved via a development agreement in line with

the overarching principles set out in the document. Whilst the development would be comprehensive, phasing of development will depend upon the proposal and should ensure that development is properly coordinated.

A number of land parcels within the SPD site are in private ownership or control. The Council will encourage landowners and other relevant parties to consider how their properties and interests may contribute towards realising the vision for Cocks Crescent. Any proposals which come forward on these sites will be assessed against this SPD. It must be demonstrated that proposals contribute towards a comprehensive development outcome as required by the overarching principles for the site.

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## Developer Contributions

The principal means by which developments contribute towards infrastructure provision in the Borough is via Community Infrastructure Levy (CIL) which was formally introduced on 1 November 2015. The Kingston CIL will be charged on all applicable development on the site.

Planning Obligations under S106 of the Town and Country Planning Act 1990, and highways agreements under S278 of the Highways Act 1980, will continue to be used to secure affordable housing, mitigate the local impact of development and address non-infrastructure requirements in accordance with the Community Infrastructure Levy Regulations 2010.

The Mayoral CIL will be charged on all applicable developments.



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# Appendix 1

## Energy, Sustainability & Water

### Developer Contributions

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Development must comply with sustainability policies in the London Plan and the Council's Core Strategy.

Particular regard should be had to the following policies:

#### London Plan

- » Policy 5.1 Climate Change Mitigation
- » Policy 5.2 Minimising Carbon Dioxide Emissions
- » Policy 5.3 Sustainable Design and Construction

#### Core Strategy

- » Policy CS 1 Climate Change Mitigation
- » Policy CS 2 Climate Change Adaptation
- » Policy DM 1 Sustainable Design and Construction
- » Policy DM 2 Low Carbon Development
- » Policy DM 3 Designing for Changing Climate

### Water Supply, Wastewater & Sewerage Infrastructure

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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.

Where there is an infrastructure capacity constraint the Council will require the developer to set out what appropriate improvements are required and how they will be delivered.



## ENGLISH

If you are unable to read this document because of disability or language, we can assist you. Please call the Kingston Council Helpline on 020 8547 5000 or ask someone to call on your behalf.

## KOREAN

귀하가 장애나 언어 때문에 이 문서를 읽을 수 없다면, 저희가 도와 드릴 수 있습니다. 킹스톤 카운슬의 전화 상담 서비스(전화번호: 020 8547 5000)로 전화 주시거나 귀하를 위해 누군가에게 전화해 달라고 부탁드립니다.

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If you would like to discuss any aspect of this document or Strategic Planning and Regeneration generally, then please ring the Strategic Planning Team on 020 8547 5002 or email us at [localplan@kingston.gov.uk](mailto:localplan@kingston.gov.uk)

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