

## Cocks Crescent Co-Design

# WELCOME TO THE COCKS CRESCENT CO-DESIGN DROP-IN EVENT!

## WHY ARE WE HERE TODAY?

We are now sharing outcomes of the co-design process that has been carried out with residents and community groups through site explorations, one to one meetings and creative workshops. This drop-in event is to ensure local people can continue to give us their feedback on proposals for the development of the area.

Fluid was appointed to run the **co-design** process for the Cocks Crescent site with the community. The outcomes of this will help to shape the **Development Brief** for the future development of the site, and to identify a development partner.

The boards exhibited here today set out the broad parameters for development in terms of uses, heights and building locations, access routes and open spaces. It **does not** represent a fixed development scheme but rather an aspiration for what people have said they would like to see on the site. There will be further design development in due course and an ongoing process of co-design.

## WHO'S INVOLVED?



### The Royal Borough of Kingston Upon Thames

Landowner. Kingston Council are committed to the co-design process and ensuring the quality of all future development on the site, as well as providing improved services for the local community.

FLUID  
ARCHITECTURE  
URBANISM  
PARTICIPATION

### Fluid

Fluid are engagement and design specialists and have picked up where the SPD development process left off. All the valuable feedback and ideas you have shared have greatly contributed to the outcomes shown here today.



### The Community

A wide range of community groups have taken part in this co-design process including representatives of the Korean community (It is the intention that discussions with all groups will continue to the next stage on appointment of the development partner).



New Malden District Centre

## Cocks Crescent is a key place-making opportunity within the New Malden District Centre



KEY: — Site boundary



# Cocks Crescent Co-Design

## WHAT'S HAPPENED SO FAR?

Since 2015, the Royal Borough of Kingston Upon Thames has been working with the community to develop a vision for the Cocks Crescent site.

Following a two-stage engagement process, the Cocks Crescent Supplementary Planning Document (SPD) was produced and adopted by the Council in 2017.

The vision is to transform Cocks Crescent into a vibrant, mixed-use development creating a new heart for New Malden Town Centre. Redevelopment will reflect the aspirations of the local community and the needs of the wider borough.

The vision encompasses improvements to existing and new pedestrian and cycle access routes, reconnecting the site to its surroundings.



COMMUNITY FOCUSED

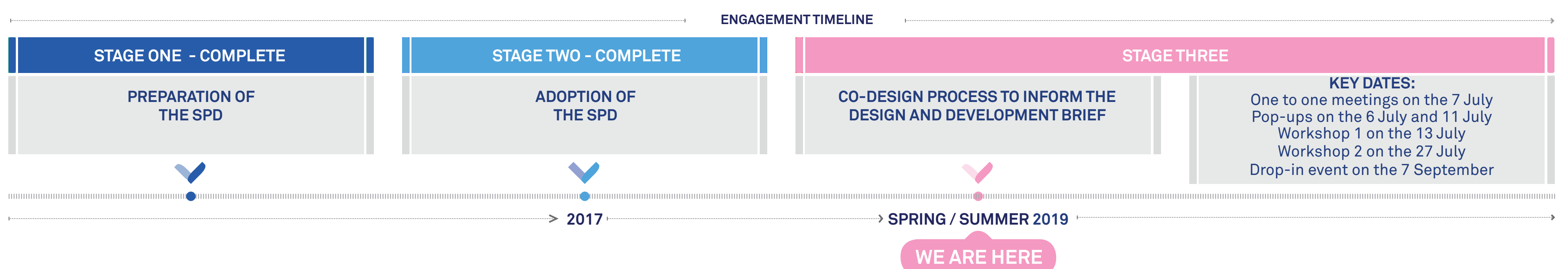


OPEN GREEN SPACE



A NEW TOWN SQUARE

## ENGAGEMENT AND DEVELOPMENT TIMELINE



## CO-DESIGN PROCESS: ENGAGEMENT TO DATE



### WORKSHOP 1 | KEY THEMES



#### The Public Realm and Activity:

- Town Square - Activities and Character
- Blagdon Road Open Space - Activities and Character
- Public Realm - Options for location

#### Community Uses:

- Community Uses and other facilities - priorities and locations investigated

#### Scale and Massing:

- Approach to height across the site
- Community benefits - priorities
- Design language - buildings character



### WORKSHOP 2 | KEY THEMES



#### Scenarios:

- Principles and priorities
- Review of emerging Scenarios (1,2 and 3) informed by earlier discussions

#### Massing and Identity:

- Reviewing the massing, layout and identity of each scenario
- Discussion on design language

#### Community Uses:

- Community Uses and other facilities - a review of the community benefits and locations offered by each emerging scenario





# Cocks Crescent Co-Design

## SUMMARY OF WORKSHOPS 1 AND 2

Workshop 1 discussed the appropriate look and feel for buildings and open spaces helping to define three 'scenarios', from modest to optimal development with associated, growing community benefits. Workshop 2 discussed overarching principles for the development

and the preferred 'scenario' from the three presented in terms of key building locations and heights and the community benefits supported.

### DISCUSSIONS ON THE IDENTITY OF NEW MALDEN IN WORKSHOP 1



### KEY FACTS OF SCENARIOS DISPLAYED IN WORKSHOP 2

#### SCENARIO 1



#### SCENARIO 2



#### SCENARIO 3



KEY: ■ Proposed development

## WORKSHOP 2 FINDINGS: KEY THEMES

### The Scenarios

At the second workshop key discussions were held around three different scenarios for development.

The majority of tables (4.5 out of 6 tables) agreed on scenario 2, while 2.5 out of 6 tables agreed that a mix of scenario's 2 and 3 would be preferred in order to maximise public realm with links to the High Street.

### Town Square

3 out of 6 tables supported the idea of residential developments having a ground floor that acts as active frontage with cultural event spaces, markets, cafes and shops.

### Leisure Centre

All tables agreed there should be a continuity of provision of the Malden Centre's services whilst it is being rebuilt.

4 out of 6 tables agreed that the existing leisure centre should be rebuilt to provide better services.

### Open Spaces

Many residents want to see clear access routes in order to ensure the site is accessible to all.

2 tables supported the idea of holding community activities in the open space (youth centre sessions/nursery) and opportunities for multi generational play.

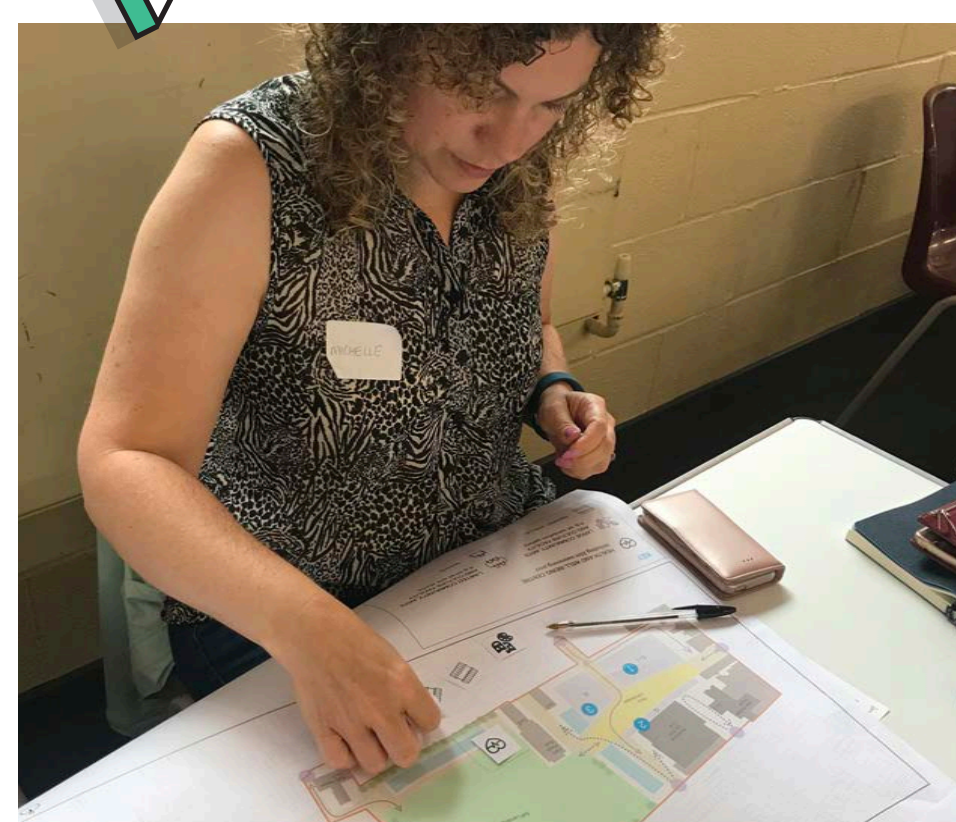
"A MISSED OPPORTUNITY TO BUILD NEW HOMES IF SITE IS NOT DEVELOPED"



"TOWN SQUARE TO BE SMALL WITH FLEXIBLE USE TO ALLOW FOR THE SPACE TO EVOLVE, I.E. SPACES FOR THE KOREAN COMMUNITY".



"THE MALDEN WELLBEING CENTRE, SHOULD CREATE A BETTER QUALITY OF LIFE THROUGH SUSTAINABLE SYSTEMS".



"BLAGDON GREEN SHOULD REMAIN IN ITS LOCATION HOWEVER NEEDS BETTER FACILITIES CATERED TOWARDS FAMILIES AND YOUTH (USERS THAT ARE CURRENTLY USING THE PARK DAILY)".





# Cocks Crescent Co-Design

## KEY PRINCIPLES

The key principles headings stem from the SPD principles. Draft principles were then formed which were represented in three

different scenarios for workshop 2. From the feedback and findings we gathered in workshop 2, the final key principles were developed.



### 1. DELIVER A NEW WELLBEING HUB INCLUDING A 25-METRE SWIMMING POOL

1.1 New and improved facilities including leisure youth, and adult educational facilities

1.2 Continuity of facility provision whilst building a new wellbeing hub



### 2. NO NET LOSS & IMPROVEMENTS TO OPEN SPACE

2.1 Increased quality of green space

2.2 Blagdon Open Space to remain fronting Blagdon Road

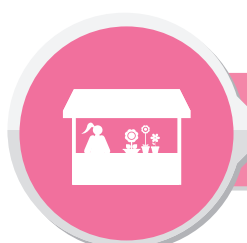
2.3 Provision of play space

2.4 Activities to promote health and well-being

2.5 A safe place to relax and be active

2.6 Clear access routes in order to ensure the space is accessible to all

2.7 Clear link between the new square and the green open space



### 3. PROVISION OF A NEW TOWN SQUARE

3.1 A vibrant and safe town square

3.2 A mixed-use space

3.3 Pedestrian friendly

3.4 Allow for places to sit

3.5 Accessible to all

3.6 Allow for street markets

3.7 Active frontages to overlook the square

3.8 Minimise wind tunnels

3.9 A sun-lit square



### 4. HIGH-QUALITY DESIGN THAT CREATES A SENSE OF PLACE, RESPONDS TO LOCAL CHARACTER & PROMOTES SAFETY

4.1 Public streets and spaces which are overlooked

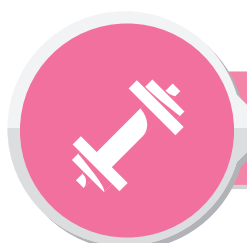
4.2 Taller buildings towards the centre and high street

4.3 Lower/medium rise buildings towards the residential 'edges' of the site

4.4 Building materials indicative of history and heritage to represent the identity of New Malden (red brick)

4.5 Ensure all car parking is safe to use

4.6 Design to be environmentally friendly



### 5. HEALTH & WELLBEING UNDERPINNING THE REGENERATION OF THE SITE

5.1 A new and improved health and wellbeing centre

5.2 Pedestrian friendly site

5.3 Accessible and inclusive to all



### 6. USES AND IMPROVEMENTS THAT GIVE HIGH PRIORITY TO THE COMMUNITY'S ASPIRATIONS

6.1 Health and well-being centre including facilities for young people

6.2 Neighbourhood shops (to complement High Street provision)

6.3 25m swimming pool

6.4 Opportunities for culture and art

6.5 Street markets / events

6.6 Cafés and restaurants

6.7 Youth centre



### 7. SUSTAINABLE METHODS OF TRANSPORT WILL BE PROMOTED

7.1 Improved access from Burlington Road

7.2 Promote pedestrian friendly site

7.3 Increased connectivity between the High Street and Blagdon Road

7.4 Appropriate parking provision



### 8. ENSURE LOCAL NEEDS SUCH AS THOSE FOR LEISURE & CULTURE PROVISION, SCHOOLS & HEALTHCARE ARE MET



### 9. HIGH QUALITY, NEW AFFORDABLE HOMES

9.1 Ensure the provision of high quality, affordable houses

9.2 Pedestrian, cyclist and vehicular access

9.3 User friendly and accessible developments



# Cocks Crescent Co-Design

## INDICATIVE PLAN

For the past month, Fluid has been responding to the ideas and feedback provided by the local community as the scheme has evolved. The plans and images are an interpretation of the communities views.

This illustrative plan shows one way of the key principles on board 4 being expressed in a design scheme on the site. This is **not a final scheme** and will be subject to development, testing and refinement prior to planning submission.

### KEY FACTS OF THE INDICATIVE PLAN



300-400  
**NEW HOMES**



London Plan  
compliant quantum of  
**PARKING**



No net loss of  
**OPEN SPACE**

Indicative ground floor plan of the Cocks Crescent site



### Plan key:

- Existing building
- Leisure Centre (2 storeys)
- Community/ commercial uses
- Green space
- Residential
- 2 storey car park
- Ground level external car park
- Upgraded public realm
- Access points currently being tested
- Site boundary

Please note:  
The numbers displayed in the plan correspond with the storey heights

Indicative typical upper floor plan of the Cocks Crescent site



### WHAT YOU SAID:

Ensure continuity of leisure centre facility provision whilst building a new community hub

Promote a pedestrian friendly site and increase connectivity to the High Street

Active frontages to overlook the square

Taller buildings towards the centre (no taller than 10 storeys) and high street, and lower to medium rise buildings towards the existing terraced housing to the north and south of the site

Blagdon Road Open Space to front Blagdon Road

### WHAT WE DID:

A new leisure centre is proposed closer to the High Street, allowing the existing Malden Centre to run whilst the new centre is being built

A new pedestrian access route has been created from the High Street to the site improving the East - West connection

A town square connecting the High Street to Blagdon Road Open Space, suitable for a range of uses and animated by active frontages at ground floor

The tallest building is indicated at 7-10 storeys high at the centre with low to medium rise buildings located towards the existing terraced housing to the north and south of the site

Blagdon Road Open Space has had its frontage increased along Blagdon Road, improving the outlook of Blagdon Road residents



# Cocks Crescent Co-Design

## MASSING, CHARACTER AND IDENTITY

A key objective of the co-design process has been to establish a sympathetic and appropriate architectural and urban identity for the site. We have learned that residents want to see improvements to the landscaping of Blagdon Road Open Space, to enjoy a small,

flexible multi-purpose town square and to ensure the identity of New Malden's buildings are in keeping with its history of red brick as provided from its (once) extensive clay pits.



## LOOK AND FEEL

### BLAGDON ROAD OPEN SPACE



#### NEW OPPORTUNITIES FOR MULTI-GENERATIONAL PLAY

Many extolled the provision of green open space, but the view was that it should be improved and activated to serve all, particularly children, local residents, young people and the elderly.

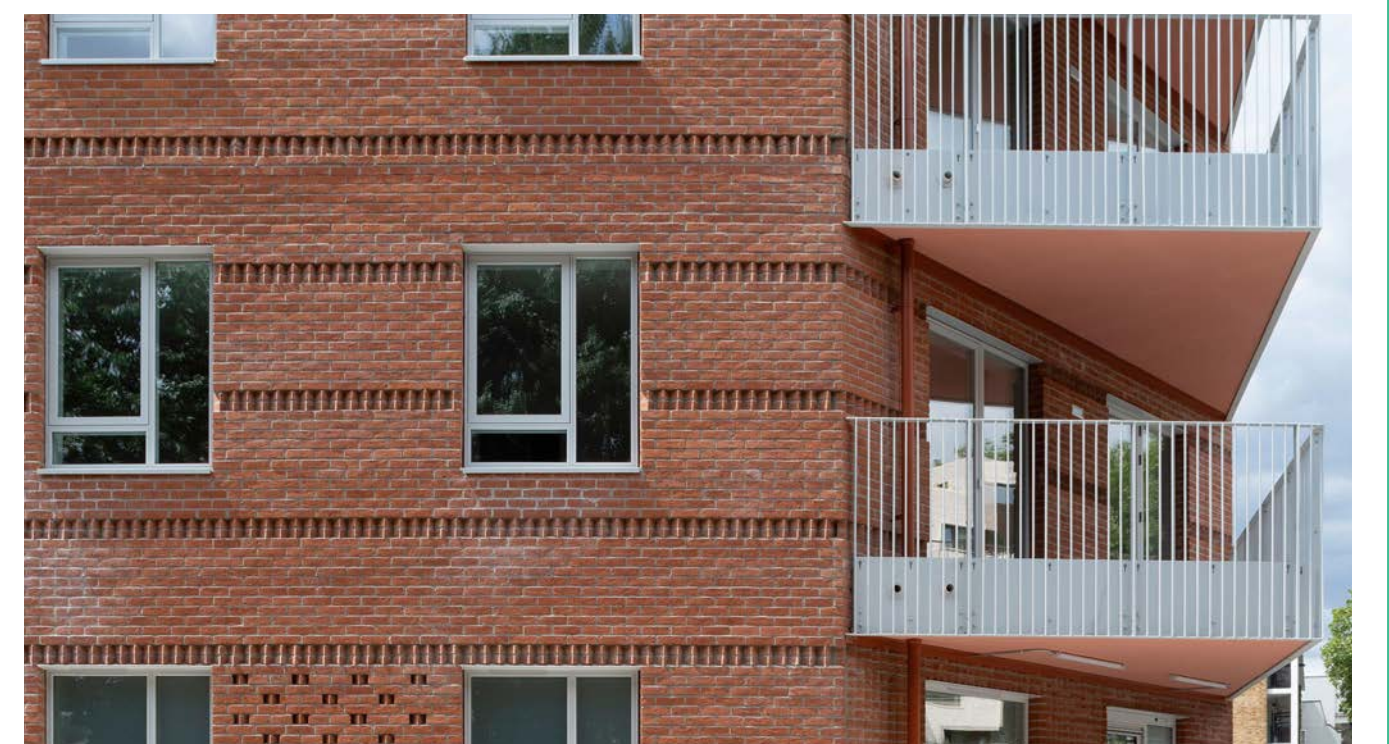
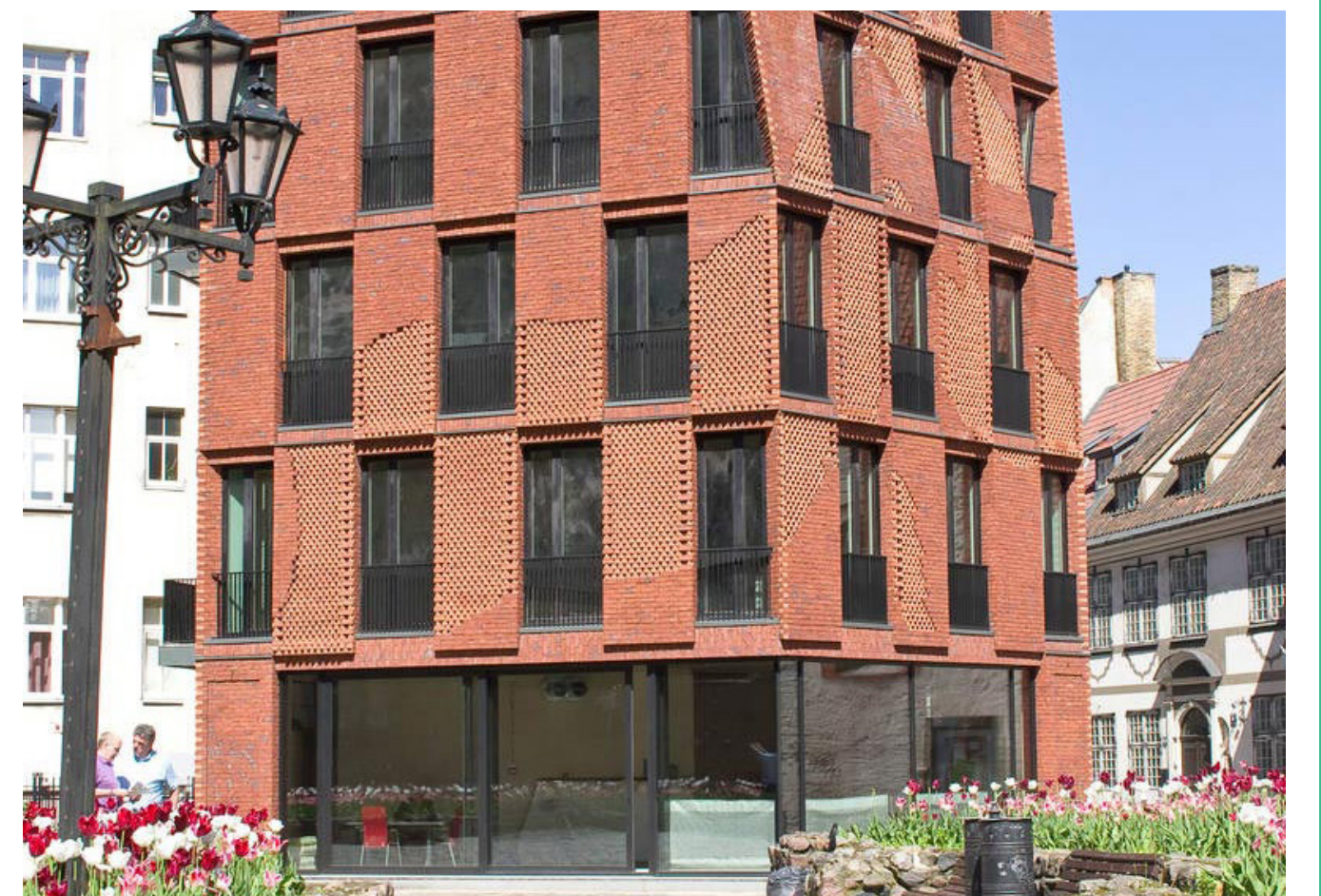
### TOWN SQUARE



#### A BUSTLING SQUARE

The idea of the Town square is supported but it should be a 'tight bustling' square providing access to a wide array of community facilities, rather than a large space which could detract from the High Street.

### NEW DEVELOPMENTS



#### RED BRICK AND TEXTURE

Nearly all participants felt a brick scheme would be appropriate (particularly Malden red brick) while a sympathetic, modern design would be most suitable.



# Cocks Crescent Co-Design

## CHARACTER AND IDENTITY



### NEW TOWN SQUARE - View a

This view is looking from the High Street to the town square, with a direct view leading to Blagdon Road open space.

This indicative sketch shows how the town square may be populated. Here we have shown a hard landscape, to allow for community gatherings such as open markets and café seating. We have surrounded the square with community and retail facilities such as a bookstore and a well-being centre.

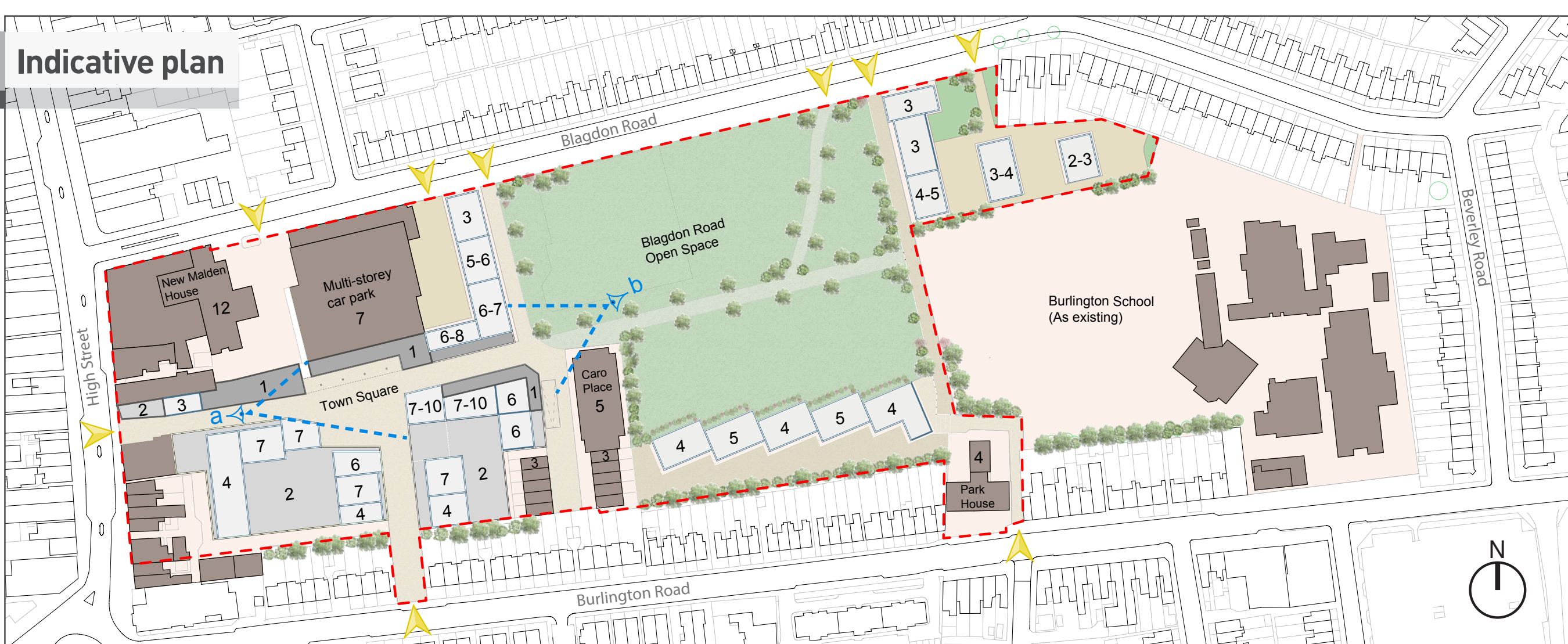


### BLAGDON ROAD OPEN SPACE - View b

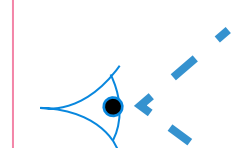




This view is looking from Blagdon Road open space into the pedestrian street leading to the town square.

This indicative sketch shows how Blagdon Road open space may be activated. Here we have shown a cafe facing onto the park and a community gallery looking onto the green.

The park is used by children playing football, a couple walking their dog and places for people to sit and relax.



### Plan key:

-  Viewpoint
-  Existing building
-  Green space
-  Proposed building and corresponding heights
- 



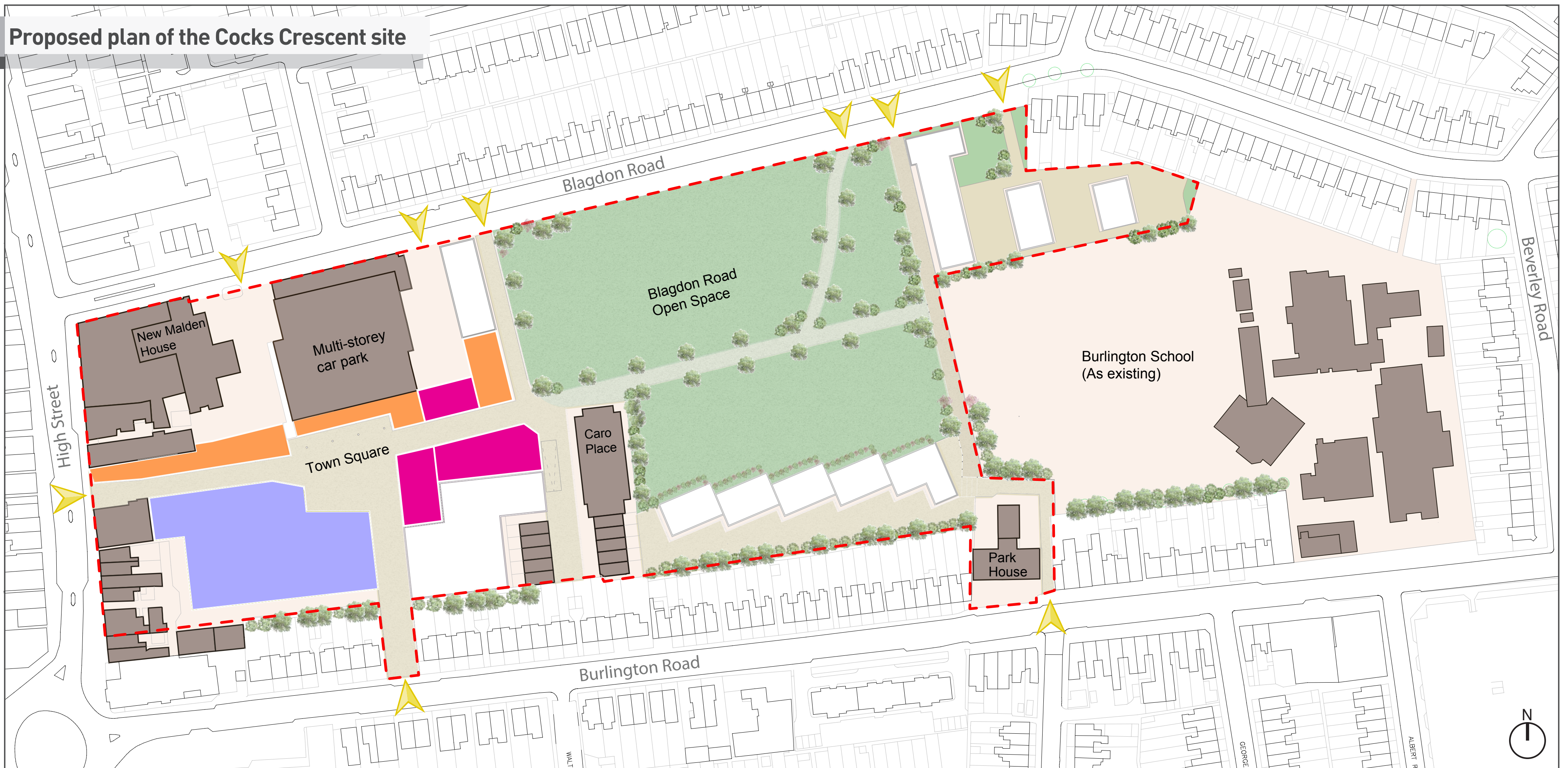
# Cocks Crescent Co-Design

## COMMUNITY USES

A particular area of focus for the second public workshop was community uses, both in terms of the breadth of provision (tied to the amount of enabling development) and location.

The key objective was to find out what types of community uses are prioritised and where they should be located. Below we present our interpretation of the findings, as expressed at the workshop.

Proposed plan of the Cocks Crescent site



### KEY

#### WELLBEING HUB

- e.g.
- 25m swimming pool
  - Large teaching pool
  - Large fitness suite
  - Adapted gym area
  - Badminton courts
  - Events space
  - Creative space
  - Cafe
  - Offices
  - Library

#### COMMERCIAL

- e.g.
- Small retail units
  - Small kiosks
  - Cafe/restaurant

#### COMMUNITY

- e.g.
- Creative workshops
  - Exhibition centre
  - Childcare facilities
  - Youth centre

- Existing building
- Green space
- Other proposed uses
- ▲ Access points currently being tested

## LOOK AND FEEL

### WELLBEING HUB



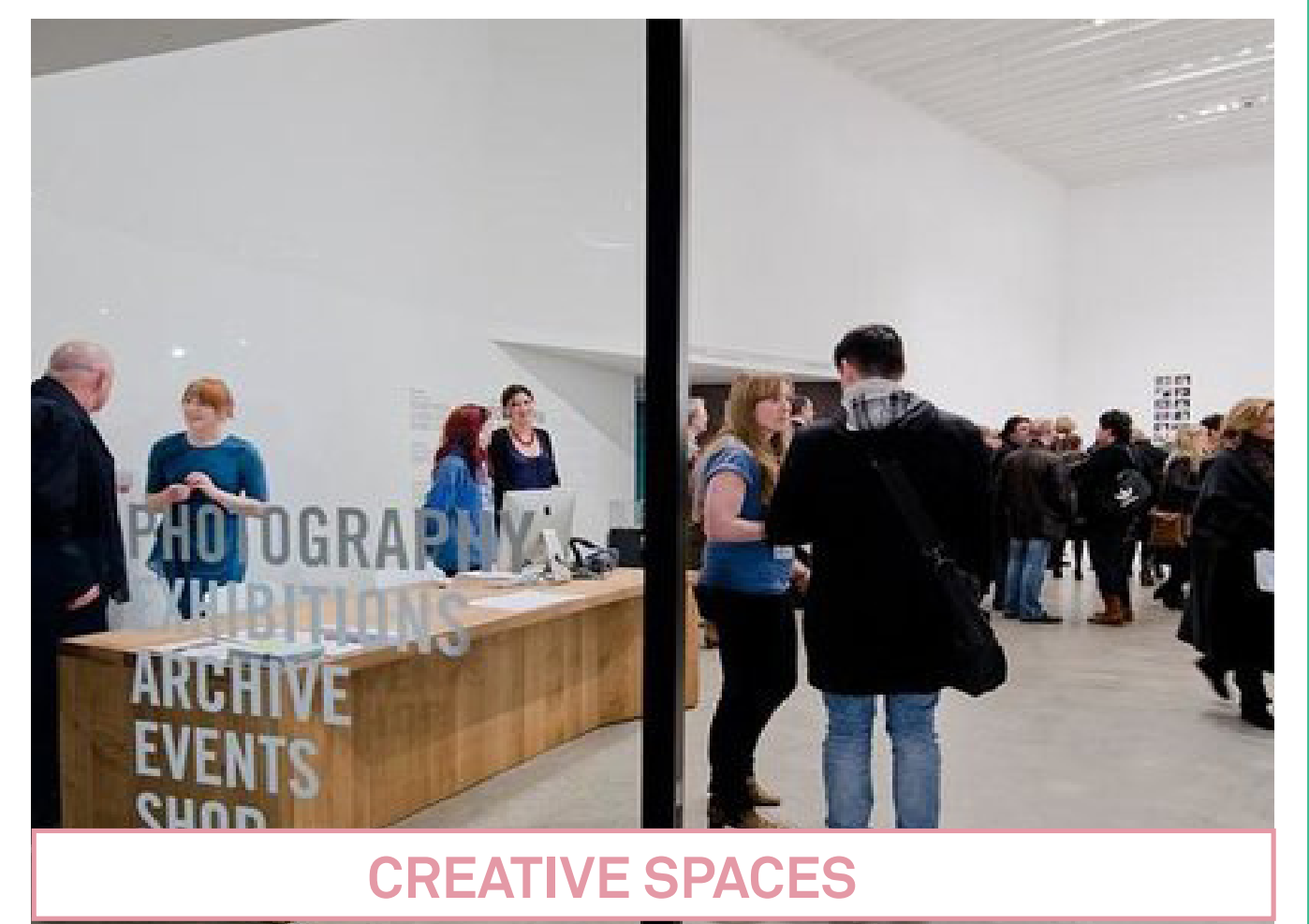
SOCIAL ACTIVITIES

### COMMERCIAL



SHOPS/MARKET STALLS

### COMMUNITY



CREATIVE SPACES

In workshop 2, the most commonly identified community use was a well-being centre. Participants supported relocating the centre towards the High street and adjacent to the town square.

Many participants expressed an activated ground floor on the proposed developments would create a sense of place, providing spaces to eat, shop and live.

The idea of flexible spaces was supported in order to allow spaces to evolve and reflect the identity of New Malden. i.e. Korean events, cultural exhibitions and performances.



# Cocks Crescent Co-Design

## NEXT STEPS

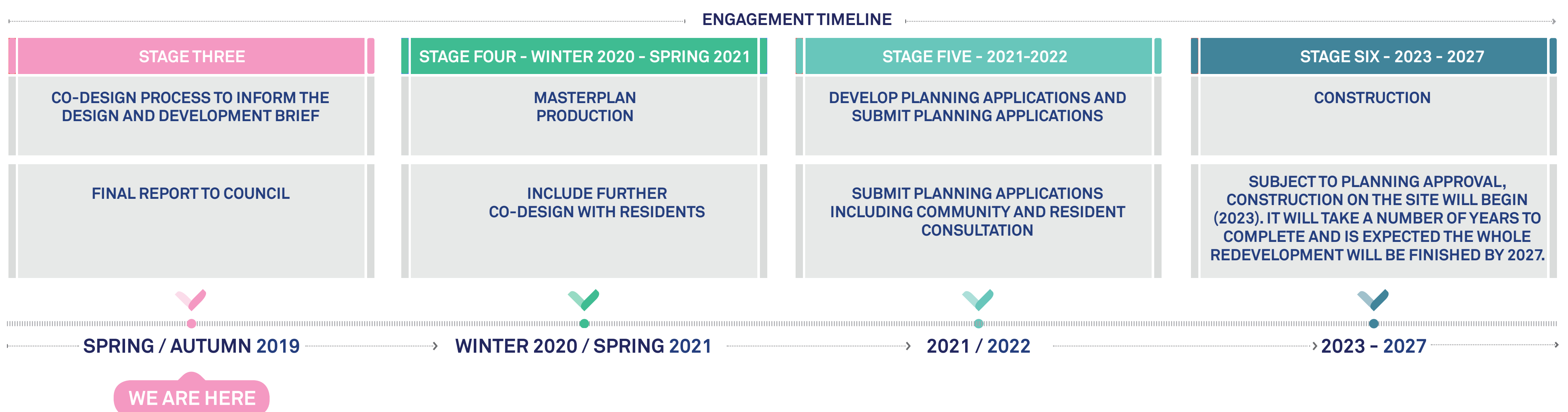
Today's drop-in event is an opportunity for you to view and discuss the plans and ideas co-produced by residents, the local community and Kingston officers. The boards include the findings from previous consultation and show how they have fed into the co-design process. Today's event will allow for further feedback from the community to inform the Design and Development Brief for the Cocks Crescent site.

The Design and Development Brief will set out the different uses of the development, the types and qualities of open spaces as well as their locations. The Design and Development Brief will then be used to seek a development partner for the site. The Brief is intended to advise future development partners on the massing and details that have been discussed through the co-design process.



(Above) Workshop 1 presentations

## PROPOSED TIMELINE FOR THE COCKS CRESCENT DEVELOPMENT



## FURTHER CONSULTATION DURING THE NEXT STAGE : STAGE FOUR

The development partner, together with the Council will produce a more detailed masterplan in response to the Design and Development Brief. Further engagement with stakeholders, residents and the wider community will be undertaken during the masterplan design stage to help inform the development of the site design proposal up to planning submission. Consultation during the masterplan stage will seek to set out more detail on the following:

- How new buildings, open spaces and their surrounding environments are coordinated to create a successful new place
- The location of buildings and allocation of specific uses and other attributes (including height)
- How future growth and development will be accommodated
- The different development phases and timing of works
- Feedback the Final Masterplan to the community before planning submission