

# EDEN QUARTER DEVELOPMENT BRIEF SPD KINGSTON UPON THAMES

March 2015

Royal Borough of Kingston upon Thames



THE ROYAL BOROUGH OF  
**KINGSTON**  
UPON THAMES



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Urban Practitioners

**The Urban Engineering Studio**

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## Opposite page

Artists impression of development and public realm proposals for Eden Street

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# INTRODUCTION

This report has been prepared for the Royal Borough of Kingston upon Thames by GVA and Allies and Morrison Urban Practitioners and sets out a development brief for the Eden Quarter in Kingston Town Centre.

The Eden Quarter represents a large portion of the town centre, and is one of Kingston's most significant opportunities for growth and change. There are a number of major land ownerships and several significant opportunities for wider strategic benefits. This study has been prepared to promote a co-ordinated approach to development and to secure the best long-term future for Kingston. The bus strategy for the Eden Quarter (and surrounding area) forms part of a wider highway, bus and cycle movement study which is currently under review by Transport for London and the Royal Borough of Kingston. The Eden Quarter Development Brief Supplementary Planning Document (SPD) will be a material consideration for future planning applications.

The Royal Borough of Kingston has defined the following aims for this study:

- To prepare an inspirational and commercially deliverable development brief;
- To devise a framework that can be delivered in phases with each phase being a step towards delivery of the whole strategy;
- To achieve high quality development through clear and realistic expectations of developers;
- To enable a significant improvement to the town centre and its facilities for existing and new residents;
- To identify key infrastructure alongside a clear view on how it can be funded; and
- To play a leading role – through use of Council land and other powers – to facilitate delivery of the development strategy.

## DEVELOPMENT BRIEF AREA

The Eden Quarter Development Brief area is located on the eastern side of the town centre and is bounded by Clarence Street, Wheatfield Way and Union Street.

It acts as an area of transition between the ancient Market Place at the heart of the town and the surrounding neighbourhoods and encompasses some of the busiest roads in the area.



Figure 1: Study area





# VISION

## THE VISION FOR THE EDEN QUARTER

The Eden Quarter presents a unique opportunity to expand Kingston's town centre with a vibrant mix of retail, business, leisure and residential uses.

The Royal Borough of Kingston will encourage and support both public and private investment in order to realise the potential of the area, ensuring that Kingston Town Centre remains one of the top retail centres in the country.

New connections to the Eden Quarter will be established and existing routes to the High Street, Market Place and riverside will be created. A new central public space will be formed, uniting the Eden Quarter with the heart of the historic town. The Council will invest in creating high quality public realm and co-ordinate safe pedestrian, cyclist and traffic movement.

The Eden Quarter will also help to meet the need for new homes in the town centre as well as high quality office accommodation and opportunities for additional educational and associated facilities.

# DEVELOPMENT PRINCIPLES

## A COMPETITIVE TOWN CENTRE

Kingston Town Centre will be a focus for major retail growth which complements the existing and varied offer already in the town centre. The existing form of the town centre with its major anchors such as John Lewis, the Bentalls Centre and the Market Place will be complemented with the proposals for new anchor retailing, helping the town to compete with other local centres. This will sustain Kingston as a major shopping destination in the south east.



## A CLEAR NETWORK OF STREETS AND SPACES

Successful town centres are based on simple circuits with attractive public realm, with major retailers acting as anchors and shopping streets linking these strategic locations to draw shoppers through. A package of townscape, public realm and landscape improvements will strengthen Kingston as a place to shop, spend time and relax in. A combination of existing assets such as the Market Place, green spaces at All Saints Church and potential new projects such as the environmental and public realm improvements to Memorial Gardens, Clarence Street and the Fairfield Recreation Ground will help to achieve this. Ensuring that frontages along all streets are active, with shop fronts and windows, will be an essential part of improving streets and spaces in the town centre.



## A NEW PUBLIC SPACE FOR THE EDEN QUARTER

Kingston Town Centre has a legible street pattern which could be extended and reinforced within the Eden Quarter by providing a new public square. A new square at this point will help to strengthen wider connections to the Market Place, to the river, into the Eden Walk Shopping Centre and into new development sites further east of the town centre. A new square at this location will increase the sense of a walkable and legible town centre.



## A NEW RETAIL AND LEISURE DESTINATION FOR KINGSTON

The Eden Quarter should help to meet the town centre's growing retail and leisure needs with an increase in its capacity for these uses. The area should provide a complementary offer to other parts of Kingston. The block structure must be permeable and reflect the existing varied character of Kingston Town Centre, delivering intimate spaces and larger floor plates for retail use and possibly a new department store. The area should help to enhance the evening economy in the town centre with new restaurants and leisure activities (please see pages 76-79 for property market context).



## A TOWN CENTRE WITH FEWER MOTOR VEHICLES

The Eden Quarter currently suffers from large numbers of vehicles passing through its streets, many accessing car parks in the centre of town or to the north of the town centre. Strategies should be put in place to reduce the number of cars passing through this part of the town centre which will facilitate a better environment for pedestrians, cyclists and bus passengers. Parking can be provided through a reworking of the town centre, removing the need for traffic to pass through the shopping streets. Wheatfield Way must be re-imagined as an 'urban boulevard' rather than an urban motorway.



## A GREAT BUS NETWORK

The town centre benefits from excellent public transport by bus. However, the bus network currently suffers in the Eden Quarter as the pavements are not wide enough for waiting pedestrians and the narrow roads cause congestion. For the Eden Quarter to realise its full potential a new solution must help to reduce this impact and provide a clear, safe and easily accessible bus network.



## A TOWN CENTRE WHICH CELEBRATES ITS HERITAGE AND CHARACTER

Kingston Town Centre has a unique heritage and character and it is important that any new development enhances and reinforces this sense of place. The Eden Quarter has some significant Edwardian buildings which should be protected and enhanced. New connections should be forged and existing connections strengthened to neighbouring characterful areas to reinforce the sense of place in the Eden Quarter. These existing assets should help inform the quality of new buildings and new public realm should be designed with these historic proportions in mind.



## A TOWN CENTRE TO LIVE IN

Kingston Town Centre is surrounded by many attractive residential neighbourhoods but there is a lack of homes within the core urban area. The Eden Quarter should help to deliver a significant number of new homes for Kingston as required in the London Plan, helping to keep the town centre active and busy during the day and evenings. Generally these high quality new homes will be flats, meeting the needs of both younger and older people wishing to live in the town centre.







### 3.1 THE URBAN DESIGN FRAMEWORK

The draft urban design framework provides guidance on future development within the Eden Quarter. The adjacent roof / block plan provides an illustration of how the development principles in section 2 could be applied.

The urban design framework proposes both shorter term physical environmental improvements and will help to act as a guide for planning applications which are currently coming forward. Longer term strategic transport and development projects have also been proposed.

The Core Strategy and K+20 Kingston Town Centre Area Action Plan (AAP) both support the extension of the primary shopping area further into the Eden Quarter, south towards Wheatfield Way, and up to 50,000m<sup>2</sup> (gross) additional retail floorspace is required in the town centre by 2016. Not all of the additional retail floorspace that is required in Kingston will need to come forward in the Eden Quarter but this area is currently significantly under-delivering. The urban design framework is designed to support this aspiration with key retail projects including:

- The upgrade and redevelopment of the existing Eden Walk shopping centre;
- The provision of a new flagship department store on Eden Street;
- The enhancement of Eden Street as a primary retail street with shops, leisure and restaurant uses along the length of the street; and
- Delivery of development within the Eden Quarter which contributes significant retail or restaurant space at street level and above.

The urban design framework also focuses on other key improvements including:

- Helping to meet the aspiration in the K+20 AAP for around 1,000 new homes within the town centre. New homes will be provided in apartments above retail and restaurant uses at ground floor;
- To significantly improve the public realm in this part of the town centre by creating new public spaces at Eden Square and improving existing spaces at Memorial Gardens and Fairfield Park. Streets will be improved by reducing traffic flows and investing in the public realm;
- Rationalising traffic movements within the Eden Quarter by simplifying bus routes, developing interceptor car parking and limiting service access;
- Providing a safe and attractive network for cycling including, where required, dedicated cycle lanes and tracks, improved cycle permeability, better crossings of busier roads, and cycle parking; and
- Ensuring that new development responds to the Kingston context and the unique heritage and townscape of the town centre.

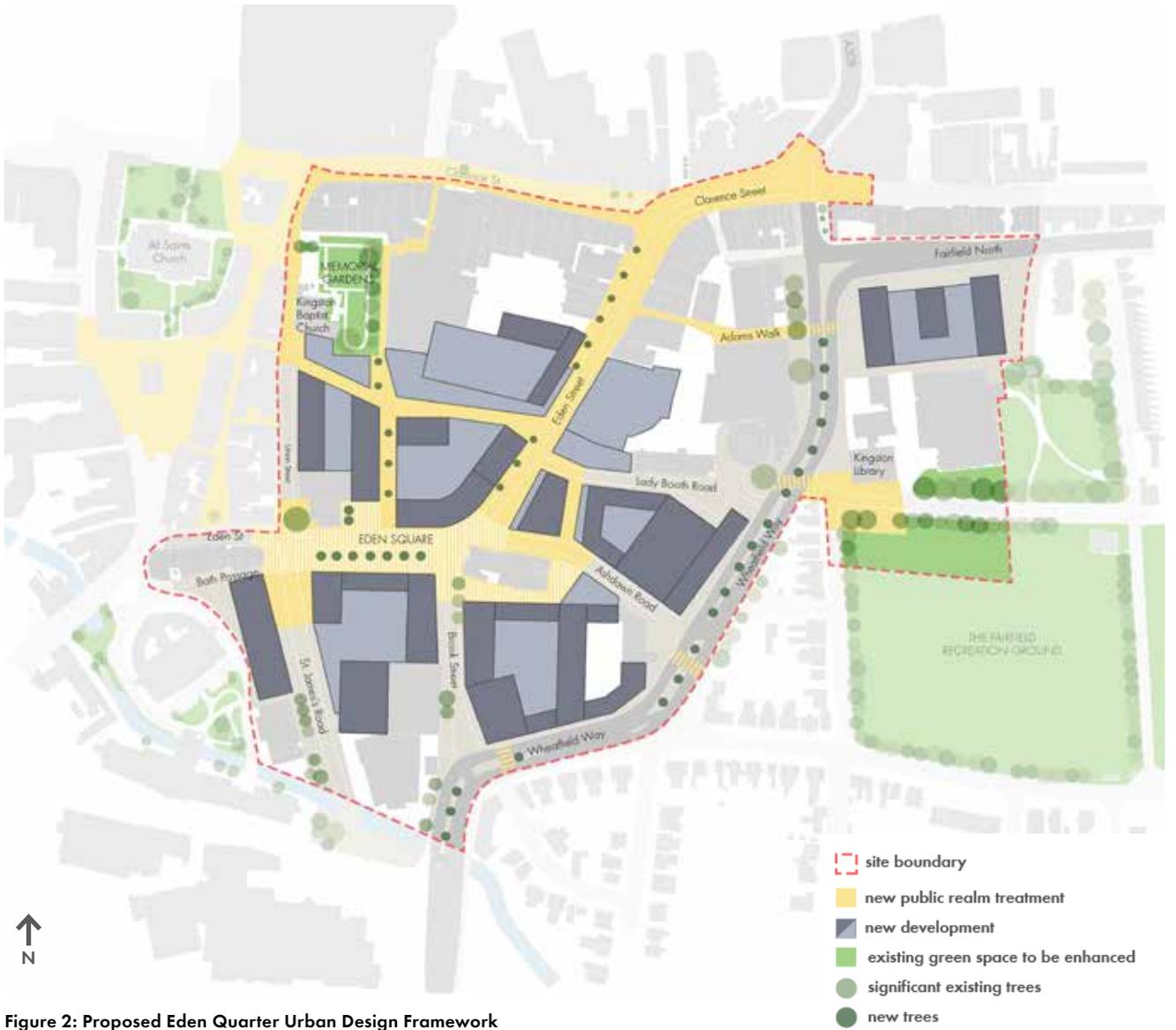


Figure 2: Proposed Eden Quarter Urban Design Framework

Further considerations include:

- With development at this scale there is a strategic opportunity to implement a district heating network within the Eden Quarter.
- Given the proximity of the River Thames the Eden Quarter lies within Flood Zone 2, 3a and 3b and flood risk must therefore be taken into account in any future development. In accordance with the National Planning Policy Framework (NPPF), any proposed development will require a site specific Flood Risk Assessment to be undertaken as part of any planning application.
- As individual development proposals come forward, contributions towards key services and facilities will be negotiated as part of planning applications and section 106 agreements. Future borough Community Infrastructure Fund (CIL) commitments will also support local infrastructure.
- Where sites are redeveloped where existing community facilities and services are located, they must be re-provided.
- A construction plan would be negotiated to minimise disruption once planning applications come forward.
- Water Supply, Sewerage and Waste Water Infrastructure: It is essential that developers demonstrate that adequate water supply and sewerage infrastructure capacity exists both on and off the site to serve the development and that it would not lead to problems for existing users. In some circumstances this may make it necessary for developers to carry out appropriate studies to ascertain whether the proposed development will

lead to overloading of existing water and sewerage infrastructure. Where there is a capacity problem and no improvements are programmed by the water company, then the developer needs to contact the water company to agree what improvements are required and how they will be funded prior to any occupation of the development.

- It is the responsibility of a developer to make proper provision for surface water drainage to ground, watercourses or surface water sewers. It must not be allowed to drain to the foul sewers, as this is the major contributor to sewer flooding.

### 3.2 ROUTES AND MOVEMENT

Development proposals for the Eden Quarter will be required to respond to and deliver a legible network of routes and help to ease movement for all modes of transport. Much of the movement strategy for the Eden Quarter forms part of a wider highway, bus and cycle strategy which is currently under review by Transport for London and the Royal Borough of Kingston.

A high level movement strategy for each mode of transport is set out below:

#### Pedestrians

A large part of Kingston Town Centre is already pedestrianised including the Market Place, Clarence Street and Eden Walk Shopping Centre. The guiding principle will be to extend these pedestrian friendly areas into the Eden Quarter and create legible, active and attractive streets. Key moves will include increasing the amount of pedestrian space on Eden Street by widening pavements and reducing traffic, creating a new pedestrianised area around the former Post Office, creating Eden Square as a focus for the area and improving the crossing over Wheatfield Way.

#### Cycling

Kingston's ambitious mini-Holland programme will be delivered to enhance

cycling offer in Kingston and improve this sustainable form of transport. It will transform Kingston's accessibility by making riding a bike a genuine, safe and attractive choice for more journeys whilst contributing to an improved public realm. Proposals include dedicated high quality north south cycle tracks on Wheatfield Way. Improved local connectivity to and within the town centre will be achieved by new crossings of major roads. Careful consideration will be given to the interaction between bus and cycle movements.

There may be potential to explore the possibility of a north-south cycle route, along Union Street, crossing over Clarence Street.

All developments should be required to provide cycle parking in accordance with the minimum standards set out in the London Plan.

#### Bus movement

The bus strategy within the Eden Quarter is currently under review and there is expected to be a new circulation system for buses around the area. A number of options are being investigated and it is already clear that some of the options offer a good opportunity to deal with many of the existing issues in the town centre. However these options



Figure 4 : The diagram on the left illustrates the existing principal retail circuit in Kingston Town Centre. The diagram on the right illustrates the potential extension of this pedestrian circuit into the Eden Quarter once development proposals have come forward.

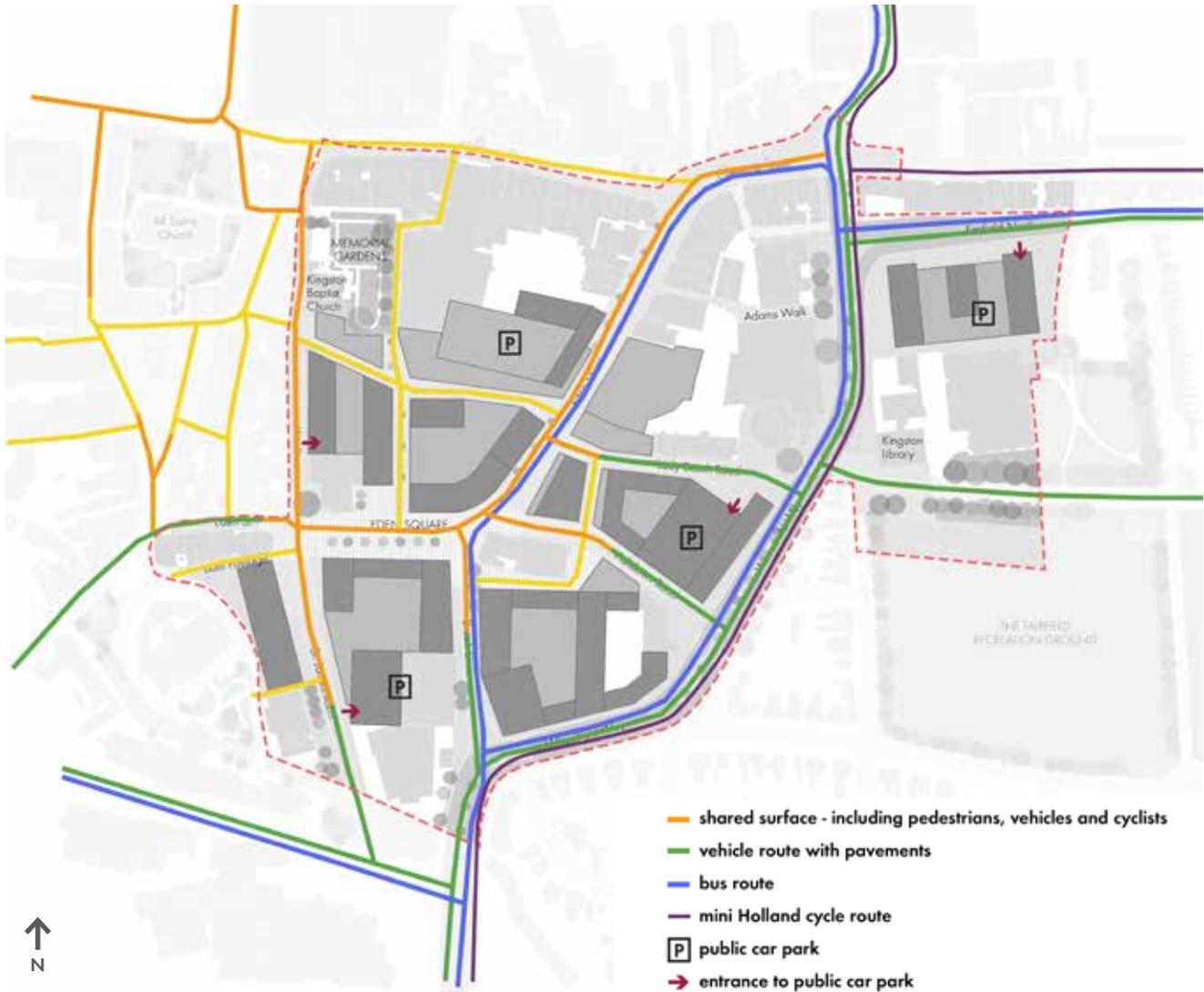


Figure 3 : Proposed movement strategy within the Eden Quarter

are also likely to be the most challenging and lengthy to deliver requiring detailed investigation and consultation, hence short and long term options may be pursued. The longer term option is likely to involve the creation of a small bus station on the eastern side of the Council owned site including a new northbound link road between Ashdown Road and Lady Booth Road. This would allow the removal of buses from the more sensitive areas around Eden Street. Shorter term interim arrangements could involve relocation of some of the bus stops and/or bus movements from the congested northern end of Eden Street to alternative locations such as Ashdown Road or Lady Booth Road.

It should be noted that if any proposals are brought forwards for sites where bus driver facilities are currently located, these would have to be re-provided.

### **Motor vehicles**

Private motor vehicle traffic should be kept to the edge of the town centre to reduce the impact of private cars on busier retail streets. Wheatfield Way is the main vehicular route through the Eden Quarter and should be improved with surface treatments, improved pedestrian crossings, street greening and tree planting.

Eden Street will have a shared surface treatment and will be closed to private motor vehicles, except for access. Vehicular traffic will be limited to service and access only and bus numbers reduced.

### **Car parking**

The guiding principle for car parking within the Eden Quarter is to provide replacement public car parks and enhance existing ones around the perimeter of the town centre (figure 3). These will help to intercept the traffic and remove the need for people to drive into the core town centre.

Providing replacement high quality public car parks towards the south and east of the town centre with clear signage which should help to capture some of the motor vehicles travelling around the town centre to park north of the town.

The Car Park at Eden Walk Shopping Centre should be relocated, as recommended in the K+20, as part of wider development as this generates a significant amount of traffic travelling into the centre of town.

New and improved public car parks are provided within the Eden Quarter to replace existing car parking spaces rather than to significantly increase parking capacity. These include;

- A new decked car park on the site between Ashdown Road and Lady Booth Road;
- An expanded decked car park at the St James's NCP, between Brook Street and St James's Road; and
- An improved basement car park at the Cattle Market.

Blue Badge parking should be provided in accordance with the London Plan standards.

Please refer to section 4 for more detail about public and residents car parking provision at individual sites.

### 3.3 PUBLIC REALM STRATEGY FOR THE EDEN QUARTER

Public realm will play a significant role in providing the setting for new retail, offices and homes within the Eden Quarter and help to unify newer areas of the town centre with the historic grain of the older parts of Kingston. The plan opposite illustrates the variety of streets and spaces proposed within the Eden Quarter, which are discussed in more detail below.

#### Pedestrian public realm

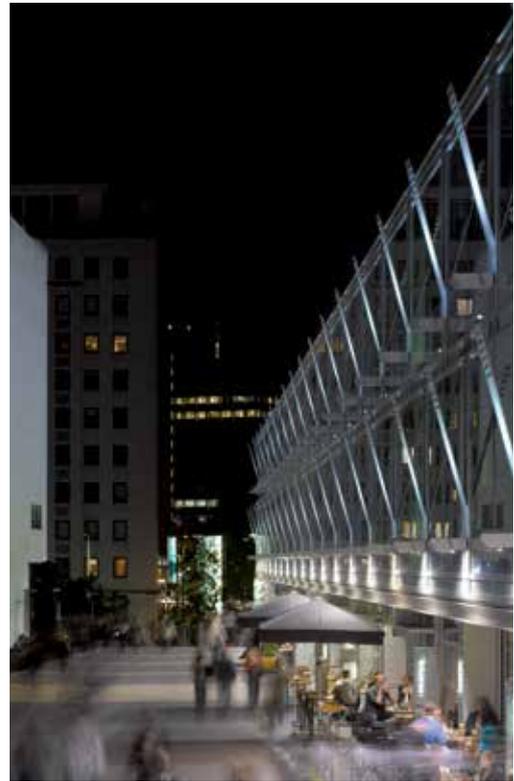
A guiding principle for the strategy is to provide a legible network of walkable streets. Clarence Street and the area surrounding All Saints Church are the main pedestrian zones within the existing retail core. The Eden Quarter Development Brief SPD proposes to extend this pedestrian network through the redevelopment of the Eden Quarter. This will provide new pedestrian routes through from Clarence Street to Eden Square and across from Union Street to Eden Street.

A secondary pedestrian lane is also proposed from Eden Square around the back of The Old Post Office and from Ashdown Road through to Lady Booth Road. This reflects the character of Kingston's attractive historic lanes around the Apple Market.

#### Shared streets

Eden Street is one of the main retail spines in the town centre and there is potential to significantly improve the public realm and re-landscape the street to provide a shared surface zone. Any space released by the reduction in vehicle space will allow for new tree planters, softening the character of the space and providing shade for climate change mitigation.

At the northern end of Eden Street, the shared surface will connect to Old London Road, creating an improved pedestrian route to this smaller scale, attractive shopping street. To the south, the shared surface continues through the proposed Eden Square.



High quality pedestrian routes, active during the day and into the evening, Southbank London



Shared space treatment on Argyll Street, London. Cars and pedestrians negotiate the space



Figure 5: Proposed public realm strategy within the Eden Quarter



## Activity Zones

A series of spaces have been identified within the Eden Quarter as potential new activity zones. The main activity zone within the urban design framework is Eden Square, where elements of the existing historic fabric and new buildings will be unified by a large new public space. There will be increased tree planting in this zone and areas to sit and relax.

A restaurant and cafe oriented space will be provided surrounding The Old Post Office building to the south. Eden Walk should also provide areas for A3 or A4 uses.

A further activity zone has been identified at the opening to Fairfield Recreation Ground. This public space will provide an improved setting for the historic Kingston Library and a new hard-landscaped space for activities such as a local market or community events.

## Green spaces and tree planting

The main green space within the Eden Quarter is Memorial Gardens. This space will be enhanced with new planting and increased seating opportunities. It should provide an attractive edge to the new public space on its eastern edge. The proposed pedestrian route through Eden Walk will open up new views of Memorial Gardens, Kingston Baptist Church and All Saints Church beyond.

Fairfield Recreation Ground is an important public amenity space for the town centre and access to this could be improved with an enhanced route to the space and a new pedestrian gate in the corner of the park.

There are a significant number of established trees within the Eden Quarter and every effort should be made to retain these. Additional tree planting is proposed along the pedestrian routes through Eden Walk, along Eden Street, in Eden Square and along the central reservation of Wheatfield Way. Opportunities for green walls and green links to help promote biodiversity should also be explored.



**Quality public realm provides a space for temporary uses, such as a pop-up cinema, and restaurants in Bankside, London**



**Green spaces and incidental play spaces are incorporated into the design of the public realm at Barrier Park East, London**



**Attractive planting and street furniture at the Olympic Park, London**

## Wheatfield Way

Wheatfield Way will remain the primary vehicular route around the edge of the town. However, substantial change will take place as a result of the investment from the mini-Holland scheme.

In addition to the mini-Holland scheme there should be an aspiration to significantly improve the public realm along Wheatfield Way into an urban boulevard. This could be achieved in a number of ways including realising further opportunities for the road to be softened with tree planting along the central reservation. The material palette should be of quality materials and pedestrian crossing points should be distinguished from the carriageway. Pavements and central reservations should be widened.

An additional number of pedestrian crossings at key junctions could better connect the Eden Quarter and Town Centre with the residential neighbourhoods to the south and east.

## Secondary Streets

Alongside investment in the principal streets and spaces there is also a need to upgrade the secondary connecting streets. In many cases these will have multiple functions including delivery and access as well as being important for pedestrians and bus passengers arriving at Wheatfield Way. These streets therefore need to be improved alongside development of the various land parcels in the Eden Quarter.



Shared surface treatment of the town's southern ring road. Space has been given back to pedestrians and used to plant street trees, Ashford Kent



Improved crossing points, the widening and design of the central reservation and new tree planting have improved the street environment at Kensington High Street

### 3.4 LAND USES - GROUND FLOOR

Figure 6 provides guidance on the proposed land uses for the Eden Quarter at the ground floor.

#### Retail and leisure

A principle aim of development in the Eden Quarter is the expansion of Kingston's retail offer. It will deliver a mix of shop units, convenience retailing and restaurant uses which complement the existing town centre. The Eden Quarter could deliver a net increase of approximately 30,000m<sup>2</sup> of retail floor space. The following locations should provide significant new retail space:

- Eden Walk Shopping Centre: a recognised increase in the amount and quality of comparison retailing. Restaurant and leisure uses should also be included;
- Surrey House: This site provides the opportunity for a department store or cluster of high end retail units;
- The gap sites between Brook Street and Lady Booth Road: comparison retailing, restaurant and leisure uses; and
- The Cattle Market: Larger format convenience or comparison retailing would be appropriate in this location.

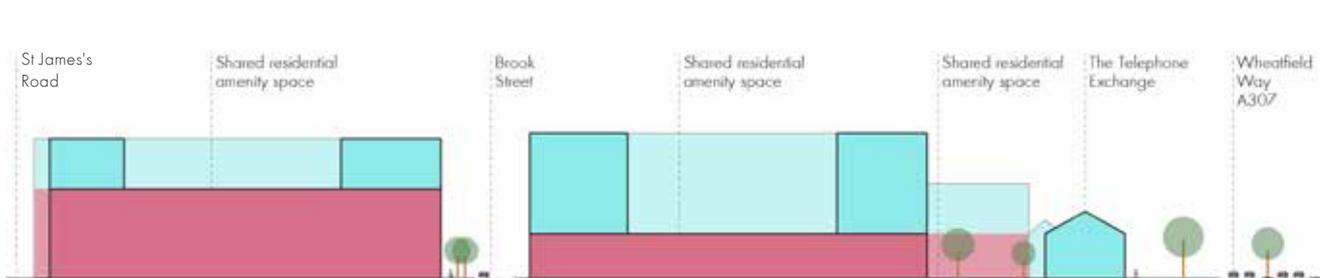
Refer to section 4 for more detail about specific sites.

#### Office

It will be important for the Eden Quarter to maintain the existing quantum of office space within this part of the town centre. The indicative land use Figure 6 identifies new office space along St James's Road, replacing Guildhall and a small parade of shops. Office space should also be accommodated within the blocks between Brook Street and Lady Booth Road and at the Cattle Market.

#### Car Parking

The Eden Quarter must help to meet the demand for car parking for visitors into the town centre. New residential schemes must also make a provision for residents' car parking consistent with the Borough's parking requirements. The illustrative land use plan demonstrates the location of car parks on the edge of the Eden Quarter. (refer to section 4 for more detail about car parking provision).



Indicative section AA which demonstrates retail and residential uses



Figure 6: Guidance on land use within the Eden Quarter (ground floor)

- retail (A1, A3, A4)
- office (B1a)
- residential
- car parking/service area

## **LAND USES - UPPER FLOORS**

The adjacent plan provides guidance on the proposed land uses for the Eden Quarter in the upper floors of the proposals.

### **Retail and leisure**

There is the opportunity at a significant number of the sites in the Eden Quarter for retail and leisure uses to extend beyond the ground floor of blocks. This will help the Eden Quarter to deliver the significant expansion required to Kingston's retail offer. Please refer to section 4 for more detail about specific sites.

### **Residential**

The Eden Quarter has an estimated capacity for 1,200 new dwellings. The quantum of units will be dependent on the exact mix of typologies and unit sizes. These new dwellings will generally be delivered in apartment blocks which sit above retail units. Please refer to Core Strategy Policy CS10 (noting the housing targets have substantially increased in the Further Alterations to the London Plan) and DM13-16 for more detail on the appropriate mix of dwelling types and tenure.

The Council's policy target is to seek 50% of new homes as affordable. This should be to a mix consistent with the Borough's planning policy and distributed across the site to be agreed with the Royal Borough of Kingston.

### **Office**

The indicative upper floor land use plan (figure 7) identifies new office space which extends into the upper floors of blocks, along St James's Road, within the blocks between Brook Street and Lady Booth Road and at the Cattle Market. Office space at the Cattle Market site would be accommodated above retail uses at ground floor.



Figure 7: Guidance on land use at upper levels within the Eden Quarter

- office (B1a)
- residential
- car parking/service area
- retail (A1, A3, A4)

### 3.5 HEIGHTS, SCALE AND MASSING

The adjacent plan provides guidance on the proposed building heights for the Eden Quarter.

Heights generally range from one to eight storeys, with the exact scale informed by a number of factors including the generally low rise nature of the town centre, significant heritage assets, viewing corridors, building typology and enclosure of spaces.

In specific places more significant height has been proposed. These building heights have only been proposed in locations where it is considered to be appropriate, either due to lower impact or the beneficial impact of establishing a landmark. In these locations within the town centre tall buildings could benefit the townscape and improve legibility and wayfinding. The council will require an exemplar standard of design for taller buildings in order to justify taller editions to the skyline. Applicants should provide a clear justification and rationale for the position and design of tall buildings making reference to Policy CS8 in the Core Strategy (2012).

One of the characteristics of Kingston is its varied roofscape which creates an attractive townscape. Therefore where height ranges have been indicated for new development, schemes will be expected to achieve a modulated and articulated roof line to reflect this character, rather than being built out to the maximum permissible height.

#### Views and vistas

The height, massing and design of new buildings within the Eden Quarter will have a significant impact on views and vistas within Kingston Town Centre. Maintaining existing views and creating new vistas will help to provide a rich and varied townscape within the Eden Quarter.

New development should respond to a number of key principles:

- Creating view corridors - development proposals should create internal view corridors that frame local elements (for example, Memorial Gardens or a heritage asset) or are terminated by an interesting facade of a new building. These views are important in encouraging pedestrians along new routes.
- Protecting important views - The Royal Borough of Kingston has a number of listed views which should be taken into account. In the town centre views of All Saints Church spire are important.
- Responding to existing heritage - The Eden Quarter should form a sensitive and attractive backdrop and setting for heritage assets.
- Longer range views from neighbouring boroughs and areas of significant open space.



Figure 8: Guidance on building heights within the Edén Quarter

- 1 - 5 storeys
- 6 - 8 storeys
- 9 + storeys
- Listed buildings





# SITE GUIDANCE

## INTRODUCTION

This chapter sets out detailed guidance for potential development sites within the Eden Quarter Development Brief. The urban design framework, other illustrations and precedents included in this section are indicative and provide guidance for future detailed designs.

The site guidance should help inform development opportunities as they come forward in the Eden Quarter and be read alongside the guidance in national, London and local planning policy, including the K+20 AAP. Other projects may come forward which have not been included within this detailed guidance but these projects should comply with existing policy and the principles outlined in this document.

Each site is described under the following headings:

### **Context**

A description of the existing site situation.

### **Key Objectives**

Aims and principles for the site.

### **Development parameters**

Parameters for development including:

- Scale, form and context including impact on heritage setting;
- Character and materials;
- Public realm and landscape;
- Land uses;
- Development capacity;
- Pedestrian movement;
- Highways improvements;
- Parking; and
- Servicing considerations.

### **Related projects**

These are further aspects to be considered outside of the site boundary. Neighbouring sites, town wide public realm projects or longer term aspirations may have an impact on the site.

### **Stakeholders**

Interested parties or groups to be consulted or seek approval.

### **Lead and management**

Organisation leading on delivery and organisation responsible for the management and maintenance of the site following its completion.



Figure 9: Site areas within the Eden Quarter

1. Eden Walk
2. Eden Square
3. Surrey House
4. The Old Post Office site
5. Ashdown Road
6. Edens Street and Adams Walk
7. Old London Road
8. The Cattle Market
9. Fairfield Recreation Ground
10. Wheatfield Way

-  site boundary
-  new public realm treatment
-  new development
-  existing green space to be enhanced
-  significant existing trees
-  new trees

# 1. EDEN WALK



## Context

The Eden Walk shopping centre is part of the primary retail offer in Kingston Town Centre. However, the buildings are now dated and are no longer fit for purpose for modern retail needs. There are a number of large national multiples in the shopping centre including Marks and Spencer, Boots, Sainsbury's, Heals, BHS and H&M. A number of smaller independent shops fill the smaller units which are currently available.



The inward looking design of the existing buildings does not complement the rest of the town centre or animate the surrounding streets and there is significant potential to better integrate it through redevelopment.

The Eden Walk Car Park has a negative effect on the area due to the level of traffic that the car park generates in the centre of Kingston. The building has a significantly detrimental effect on both Eden Street and Union Street, presenting long lengths of blank facade with little activity to the street.



## Key objectives

1. To re-provide, modernise and expand the existing retail and leisure capacity.
2. To strengthen the existing east to west link from the Market Place, through Eden Walk to Eden Street and Fairfield Recreation Ground.
3. To strengthen the north to south link between Clarence Street, Eden Walk and the proposed department store on Eden Street.
4. To provide active frontage along all routes within Eden Walk and around its perimeter, facilitated by the basement servicing that already exists.
5. To improve the setting of Memorial Gardens. The gardens have the potential to be better used with investment in the public realm, while maintaining areas for quieter reflection adjacent to the church.
6. To respect existing historic assets and character. New buildings must be appropriate in scale, materials and grain to their context.



The existing Eden Walk Shopping Centre

## Development parameters - option 1

Redevelopment of the existing Eden Walk Shopping Centre would deliver exciting new opportunities for Kingston. Marks and Spencer and the Eden Walk Car Park are likely to remain and be refurbished, while the rest of the shopping centre is redeveloped. There may be opportunities to provide leisure uses at the top of the car park. The streets within the scheme will remain pedestrianised with a high quality public space in the centre of the scheme.

The blocks providing active frontage to Eden Street will be large in scale. Larger duplex retail units should be provided facing onto Eden Street and into Eden Walk. A restaurant terrace could be provided above these units with other leisure uses encouraged. New homes should be provided above these blocks.

There should be significant investment in the landscaping and planting in Memorial Gardens and a small new block to the south of the gardens provides active frontage to the space. There is the possibility of a new route through Memorial Gardens into Eden Walk, however, areas of the garden must be retained for quiet contemplation.

To the west of the site the scale of the surrounding context is lower and Union Street should be fronted with buildings of consistent scale to the existing street. A new route is created from Eden Walk, across Union Street into the Market Place. The ground floor of the block should be active with retail units providing frontage to the street with new homes provided above. This block joins with the attractive United Reformed Church on Eden Street which provides a strong corner for the new block. However, any new development built up to the existing church must be sensitive in scale and form.

Servicing for these blocks should be undertaken from the existing basement. Car parking will be provided in the refurbished Eden Walk Car park.



Figure 10: Option 1 - Plan of the Eden Walk Shopping Centre where Marks and Spencer and the Eden Walk car park are retained, but the remaining part of Eden Walk is redeveloped



Paradise Street in Liverpool One shopping centre has attractive open streets that connect into the rest of the city while achieving large scale new retail and leisure space on more than one level

### Development parameters - option 2

Option 2 shows the comprehensive redevelopment of Eden Walk, including Marks and Spencer and Spencer and the Eden Walk Car Park. The car park is removed. The design should be considered in four separate parcels, with new pedestrian routes running between these blocks. This new block structure will help to improve the legibility and movement through the town centre.

This option opens up a new lane, linking to Clarence Street, lined with smaller retail units. Larger retail units will face into Eden Walk and onto Eden Street. The setting of the Memorial Gardens is improved by the new development and a small block of restaurant or retail units is provided at the perimeter of the gardens, behind Clarence Street where a larger public space opens up. This block will help to provide activity at the edge of Memorial Gardens, while maintaining some areas of the gardens for quiet contemplation.

Visitors to Eden Walk will arrive by foot, having parked across the Road at Ashdown Road or in St James's Car Park. Resident car parking will be provided in the basement.



Figure 11: Option 2 - Plan of the Eden Walk Shopping Centre where Marks and Spencer and the Eden Walk car park is redeveloped. The design for the block south of Memorial Gardens is interchangeable with the design for this block shown in Option 1.



An artists impression of Option 2 (View A above), illustrating the new route to Clarence Street and the small building adjacent to Memorial Gardens

This will significantly help to reduce the impact of traffic in this area of the town centre.

### Related projects

The Eden Walk site is of significant importance to Kingston Town Centre with its potential to help meet so much of Kingston's retail, leisure and housing needs. The site must take account of the aspiration to continue to extend the retail centre to the sites between Eden Street and Wheatfield Way (sites 3-5). New routes and frontage should be designed to help encourage this.

The site must also take account of the busy bus route along Eden Street and ensure that generous pavement widths are accommodated (site 6). Similarly, to the south of Eden Walk the new Eden Walk Square (site 2) must be provided with active frontage and generous seating areas.

### Stakeholders

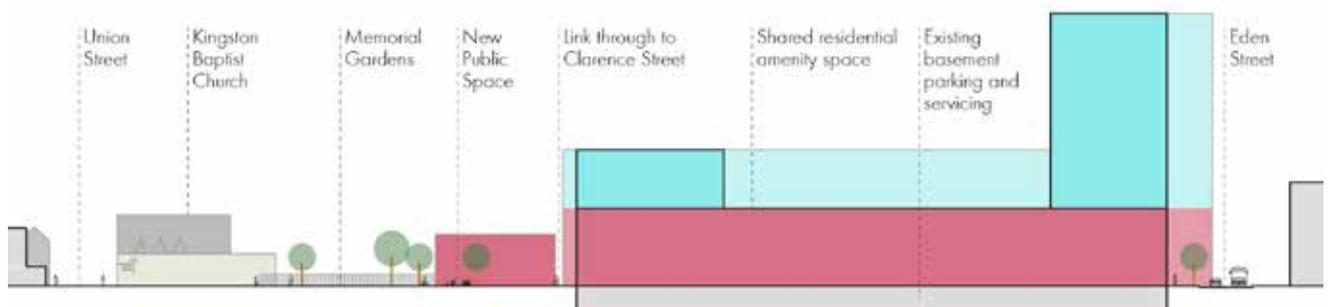
- Royal Borough of Kingston
- Leaseholders
- TfL
- The United Reformed Church, Eden Street
- Everyday Church, Union Street

### Lead and management

Landowner



Streets in Southwark are designed with attractive spaces for restaurant and cafe seating, street trees and benches. Other uses such as leisure and office occupy the buildings above



Indicative section illustrating Option 2, where Marks and Spencer is redeveloped (section AA)

## 2. EDEN SQUARE



### Context

This area of Eden Street currently falls outside of the primary retail circuit in Kingston Town Centre. The public realm is of a low quality with wider areas of tarmac, high levels of street clutter and complicated traffic movements crossing and running through the space.



The building quality that surrounds the square is mixed. A number of attractive listed and historic buildings are set in prominent positions. However, the buildings which sit adjacent to them are of poor quality such as the Eden Walk facade, Surrey House and the BoConcept store.

The proposal for the square will create a new focal point that better links together the Eden Quarter with the other parts of the town centre.



### Key Objectives

1. To create a 'destination' public space within the town centre.
2. To extend the retail circuit in the town centre with a large unit appropriate for a new department store.
3. To rationalise traffic movement and where possible, pedestrianise the space.
4. To improve the setting of a number of listed buildings.



### Development parameters

Eden Square will transform the area into a new retail, leisure and restaurant destination within the town centre. The square itself will be of generous proportions to help balance the height of the surrounding buildings and to provide space for pedestrians beyond the carriageway width. Attractive historic buildings including the United Reformed Church, former Post Office and terrace at Bath Passage provide an interesting urban grain and character and the new public realm will help to improve their setting.



The existing area at the proposed Eden Square

The public realm will be of exceptional quality, with a shared surface treatment across the narrowed carriageway which runs east to west across the space. This should only be used by service vehicles and bicycles.

This will allow pedestrians to move through and across the square in an easily accessible manner. Tree planting, seating areas and bike parking will all be accommodated within the square. The Eden Walk side of the square is south facing and therefore there are opportunities for cafes and restaurants to take advantage of the sunny side of the square.

The buildings surrounding the square must be of exceptional design quality and be built from high quality materials in order to provide an appropriate context for this new public realm.

The public realm should re-provide a drop off space by the United Reformed Church to allow continued access for weddings and funerals.

### Related projects

The quality of the southern flank of the Eden Walk Shopping Centre and the proposed department store will have a significant impact on the success of this public space (site 1 and 3). Similarly the successful refurbishment of the former Post Office will have an impact on the eastern end of the square (site 4). Further work with TfL is required in order to agree a new movement network for buses and vehicles in this part of the town centre.

### Stakeholders

Adjacent landowners and leaseholders  
TfL  
The United Reformed Church  
Royal Borough of Kingston

### Lead and management

Royal Borough of Kingston

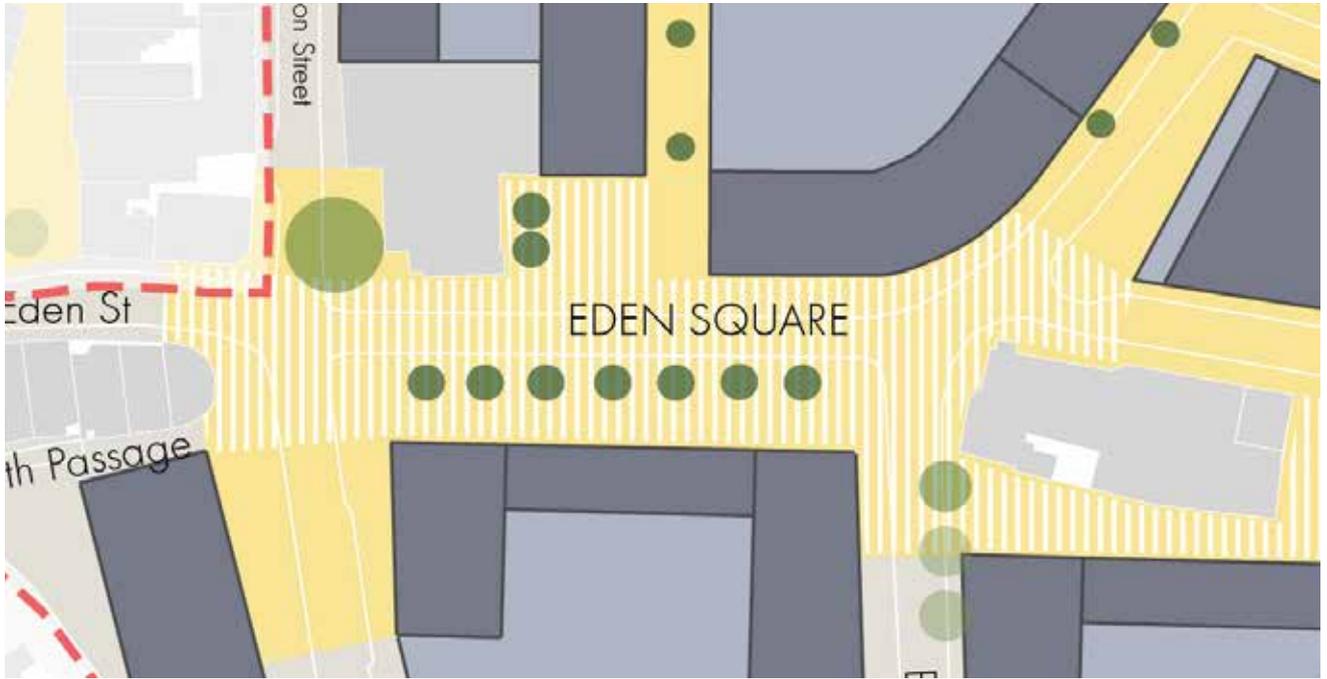


Figure 12: Eden Square forms the connection between the existing Apple Market, the proposed department store and the redeveloped Eden Walk



Above: Duke of York Square, Kensington, London. This square is an attractive open hard landscaped space surrounded by restaurants and shops.

Right: Granary Square, Kings Cross is a new public space





An artist's impression of the proposals for Eden Square, providing an enhanced setting for the listed buildings to the left and in the distance



## 3. SURREY HOUSE



### Context

This area comprises a number of relatively low quality office blocks and a large multi-storey car park. Surrey House provides frontage to Eden Street with large retail units at ground floor and office accommodation above. Some of this is vacant. A night club and St James's NCP Car Park make up the rear of Surrey House with significant portions of blank facade facing onto Brook Street and St James's Road. The BoConcept store is a stand alone building adjacent to Surrey House which sits within an area of under-used and low quality public realm. Guildhall 1 and a small parade of shops provide frontage on the other side of St James's Road.



At the rear of Surrey House, at College Roundabout is Lever House, occupied by Unilever. There are significant opportunities to improve the way this building meets the Hogsmill River and the quality of the surrounding public realm.



### Key Objectives

1. To extend the retail circuit in the town centre with a large unit appropriate for a new department store or cluster of high end retail units.
2. To provide an exciting and strong frontage to Eden Street and the proposed Eden Square.
3. To re-provide and extend or intensify the car parking offer.
4. To improve the way the town meets the Hogsmill River.
5. To increase activity and the quality of buildings along St James's Road.



### Development parameters

A new building on this site will provide a principal retail destination in the town centre, strengthening the retail circuit to the south east. The principle facade which will front Eden Square provides an opportunity to design a 'flagship store', or cluster of stores of exceptional design quality. This principle facade will set back slightly from the existing building line to improve the view of the listed former Post Office building.



The existing area at Surrey House

The store or units will extend over three or four storeys and residential accommodation will be provided above. The frontages facing onto Brook Street and St James's Road may provide the opportunity for a number of smaller retail units, but will provide active frontage.

The rear of the block will accommodate a larger car park, extending the existing decked car park and providing access directly into the retail units and on foot into the surrounding area. Service access will be one way from Brook Street through the centre of the existing service yard in the block and out onto St James's Road.

Lever House will remain but the public realm around the block and along Brook Street and St James's Road should be improved. In particular, enhancements will be sought to the Hogsmill River.

A new office block on the west side of St James's Road will help to increase quality of the townscape and footfall levels along this street.

### Related projects

A new building on this site will provide a high quality and exciting frontage to Eden Square (site 2) and sit opposite the highly active frontage of the Eden Walk Shopping Centre (site 1). The site must also provide active and interesting frontage to Brook Street (site 4) and St James's Road.

### Stakeholders

Existing landowners and leaseholders  
Royal Borough of Kingston  
Unilever  
NCP

### Lead and management

Landowner



Figure 13: Significant redevelopment of Surrey House



An artist's impression of the northern facade of Surrey House

## 4. THE OLD POST OFFICE SITE



The existing area between Brook Street and Ashdown Road

### Context

This area of Kingston is currently significantly under-used and is not assisting the Eden Quarter to meet its potential as a significant destination in the town centre. A large portion of the site is covered by surface car parking, visible from Wheatfield Way, which does not provide strong frontage to this wide and busy road.

The existing buildings on the site vary in quality. Along Brook Street there are two office blocks of relatively low quality. These step back from the pavement resulting in a poor quality public realm. Mirrored glazing reduces the sense of any activity on the street. In stark contrast are the attractive listed buildings on Ashdown Road - the former Post Office and telephone exchange. These buildings will provide strong corners and a varied grain and character for any new development on this site.

### Objectives

1. To refurbish and provide appropriate new uses within the former Post Office (Grade II listed) and improve its setting within an area of high quality public realm, linked to Eden Square.
2. To refurbish and provide appropriate new uses within the former telephone exchange (Grade II listed), using the building as an attractive corner at this side of any new development.
3. To create a new restaurant, retail and leisure destination using the historic buildings and high quality new public realm to establish an attractive and distinctive sense of place.
4. To form a new urban block with active frontage on all sides, knitting the urban fabric back together.
5. To improve the view of the town centre when arriving from the south from College Roundabout.

### Development parameters

This site has significant potential to help transform the Eden Quarter and form a mixed use block that helps to meet retail, leisure and housing need. The two listed buildings, the former Post Office and telephone exchange should be refurbished to a high standard. The Post Office building should stand alone from the block as a 'gem' sitting within

high quality public realm. The building should form the heart of a new restaurant and retail area, with cafes and outdoor seating occupying the pedestrianised space. This space will be modelled on the Apple Market which is an attractive public space due its scale and the quality and variety of surrounding buildings.

At ground floor, the block should have fine grain active retail, restaurant and leisure uses on its north and western edges. The east and southern edges of the block will be office or residential at ground floor with a service and car parking entrance. Car parking will be accommodated in the basement and in the interior of the block wherever possible. Any car park edge that does face the street must be attractively screened.

The new block will vary in scale. Towards the eastern end the block should step down in height towards the former telephone exchange. The north western corner could be taller to mirror the massing of adjacent buildings. Where the building wraps the former Post Office the scale and material palette should be sensitive to this asset. The south west corner could be an appropriate location for a residential tower. This tower would form a strong landmark when arriving in Kingston from the south (Penrhyn Road) and especially high quality design is therefore expected.

### Related projects

The site must provide active frontage to Wheatfield Way to create an appropriate setting for the edge of the Fairfield Conservation Area (site 10). Schemes are being developed for Wheatfield Way including the mini-Holland and bus stop relocation plans. This may require additional land take from the existing land ownership along Wheatfield Way.

### Stakeholders

Existing landowners and leaseholders  
Royal Borough of Kingston  
English Heritage  
TfL

### Lead and management

Landowner



Highbury Square has attractive amenity spaces within the urban block for residents



The Apple Market in Kingston provides a good example of an attractive and intimate public space with high levels of activity



Threshold passageway treatments between courtyards and the street. St. Andrews, Bromley By Bow



Figure 14: A plan of the new perimeter block on the site at Brook Street



St Andrews, Bromley By Bow is a good example of residential front doors providing activity to the street and a varied scale of building heights within the same block

## 5. ASHDOWN ROAD



### Context

This site is located between Wheatfield Way and Eden Street and is predominantly covered by a surface car park. The only buildings in this area comprise a short terrace of Victorian shops which face Eden Street. These are generally in a poor state of repair but could be refurbished.

### Objectives

1. To provide active, commercial frontage to Eden Street, Ashdown Road and Lady Booth Road.
2. To create a new pedestrianised street which forms part of a secondary retail circuit from Eden Street, also linking with the new development to the south.
3. To provide an improved setting for the listed buildings to the south of Ashdown Road.
4. To create new frontage to Wheatfield Way, contributing to an improved street environment.
5. To provide an enhanced, signposted and legible route to Fairfield Recreation Ground along Lady Booth Road.

### Development parameters

The redevelopment of this site would help to intensify this area of the town centre, stretching the retail and commercial core to the edge of Wheatfield Way and the Fairfield Conservation Area.

Option one demolishes the terrace fronting Eden Street and a new block is provided with retail at ground floor with residential above. A new route is provided behind this block which would be intimate in character, taking

its cue from some of Kingston's other lanes near the Market Place.

Option two retains the terrace. There should be investment in the shop fronts and fabric of the historic terrace and a small extension would help to provide new frontage to Ashdown Road and the new pedestrianised street behind the block.

The second larger building on the block will be made up of a number of parts. A new office building will provide frontage on Wheatfield Way. The rest of the block will comprise of retail units at ground floor with a new car park and residential units above. The car park is to re-provide existing surface car parking. Retail units will face Ashdown Road, Lady Booth Road and the new pedestrian street. If it can be demonstrated that the car parking at this site is surplus to requirements then this part of the block can revert to residential or office use.

The southern edge of the block will help to improve the setting of the listed buildings on Ashdown Road and must be sensitive to these buildings in character, scale and materials.

Access to the car park and service area will be from Lady Booth Road. This road will also be a key route to the enhanced Fairfield Recreation Ground from the town centre.

As a result of the bus strategy and policies within K+20 the site could accommodate a bus station in the future.



The existing area between Ashdown Road and Lady Booth Road



The existing terrace on Eden Street

### Related projects

Buildings on this site must consider the setting of the heritage assets on Ashdown Road (site 4). The site will help to provide new frontage to Wheatfield Way (site 10) and Eden Street (site 6). Schemes are being developed for Wheatfield Way including the mini-Holland and bus stop relocation plans. This may require additional land take from the existing land ownership along Wheatfield Way.

### Stakeholders

Existing landowners and leaseholders  
Royal Borough of Kingston  
English Heritage  
TfL

### Lead and management

Landowner



Venn Street, Clapham is an intimate space with high quality public realm which could be similar to the new pedestrianised street parallel to Eden Street (Better Streets Delivered, Transport for London 2013)



Whitechapel High Street in London is a useful case study for shop front improvements and historic building refurbishment



Figure 15: Option 1 - The site is comprehensively redeveloped



Figure 16: Option 2 - The terrace is retained with a small extension at the rear



Figure 17: Option 3 - The site is comprehensively redeveloped as one block





An artist's impression illustrating Wheatfield Way and the new office block and decked car park at Ashdown Road

## 6. EDEN STREET AND ADAMS WALK



### Context

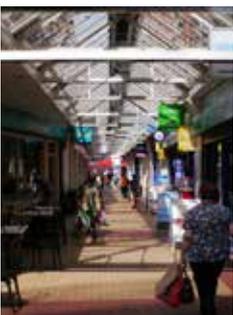
Eden Street currently accommodates a very high number of bus movements and other vehicles. This has a significantly detrimental effect on the environment, particularly for pedestrians and cyclists. The quality of the public realm is relatively poor and the pavements are too narrow to comfortably accommodate waiting bus passengers, bus infrastructure and pedestrians.



Adams Walk and Lady Booth Road are useful links towards the east of the town centre but are currently poorly signposted and lack legibility. Some of the existing frontage along the east side of Eden Street where Adams Walk emerges should be updated in line with the quality of other new development along Eden Street.



Transport for London is currently working with the Royal Borough of Kingston to consider options for bus routing which will reduce the pressure on Eden Street and allow for a more attractive public realm to be created.



### Objectives

1. To rationalise bus and vehicular movement along Eden Street.
2. To improve the pedestrian environment along this important route, connecting to the mini-Holland route on Wheatfield Way.
3. To improve the cycle environment.
4. To develop active and attractive frontage along Eden Street including a new flagship Primark store.
5. To maintain and improve connections from Eden Street to the Cattle Market, Fairfield Recreation Ground and the residential neighbourhoods beyond.



The existing Eden Street and Adam's Walk

### Development parameters

Eden Street should provide a high quality context for the surrounding new development. The road will accommodate fewer buses and the carriageway will be reduced in width to allow for wider pavements, allowing pedestrians to move easily along the street. Other vehicular access will be restricted and service access will be limited to specific times.

The street should be improved by decluttering the pavements and introducing a unified public realm and street furniture design. Street trees will also contribute to an improved environment. The street will be more attractive to cyclists with a reduced number of buses.

Consent has recently been granted which allows the Primark store to be redeveloped to create a new flagship store. This is an important anchor for Eden Street to reinforce it as a key retail street in the town centre. The adjacent building on the corner of Lady Booth Road should also be redeveloped or refurbished, with a large retail unit at the ground floor and office or residential accommodation above. Other facades along this portion of Eden Street, north to the junction with Wheatfield Way should be improved as opportunities come forward. Any development along this street should be in keeping with the existing scale and grain of the block.

Adams Walk will benefit from better wayfinding from Eden Street and there should be investment in the public realm along this covered route. The underpass from Adams Walk to the Cattle Market car park would be closed and a new at-grade crossing instated. Lady Booth Road should also be signposted from Eden Street as a key route towards Fairfield Recreation Ground.

### Related projects

New development along Eden Street must allow generous pavement widths to accommodate high pedestrian flows (Site 1, 3, 4, 5).

### Stakeholders

Existing landowners and leaseholders  
Royal Borough of Kingston  
TfL

### Lead and management

Royal Borough of Kingston



Ashford town centre has areas of shared surface which are also bus routes, providing a useful precedent for Eden Street



Figure 18: New public realm in Eden Street and Adams Walk



An artist's impression of what Eden Street could look like. The public realm is improved and traffic is rationalised to a one-way movement to allow for pavements to be widened and cycle movement to be accommodated in both directions

# 7. OLD LONDON ROAD

## Context

At present Old London Road is cut off from the core town centre by traffic and poor highways infrastructure. Vehicular movement around the gyratory is currently prioritised over pedestrian movement from east to west.

Vehicles, predominantly buses, currently turn into and out of Eden Street at this location which results in a wide expanse of tarmac but relatively narrow pavements. There is also a significant amount of street clutter.

Although Old London Road currently has a number of thriving independent businesses and alternative shops the public realm has significant potential to contribute to this area of Kingston.

## Objectives

1. To improve the pedestrian crossing to Old London Road from Clarence Street to reconnect the route as one continuous retail street.
2. Independent businesses that constitute an alternative retail offer in the town centre should be supported.
3. To ease pedestrian movement and rationalise the space needed for buses at the junction of Clarence Street and Wheatfield Way.
4. To help calm the traffic environment along Wheatfield Way in the centre of town.

## Development parameters

As the bus system is rationalised there will be spare road space at this junction. This provides a major opportunity to re-connect the pedestrian route across Wheatfield Way and help to direct shoppers to the alternative offer on Old London Road.

Pavements along Clarence Street should be widened and a wide raised pedestrian table crossing should flow from Clarence Street, across Wheatfield Way, to Old London Road. The telephone boxes should be removed or relocated as these currently block the view along Old London Road.



Figure 19: Old London Road

## Related projects

The public realm treatment will be a continuation of the material palette along Eden Street (site 6).

## Stakeholders

Royal Borough of Kingston  
TfL

## Lead and management

Royal Borough of Kingston



The existing Old London Road



Wide crossing points at key routes indicated with raised tables and a change in surface materials. Wimbledon station (left) and The Strand (right) (Better Streets Delivered, Transport for London 2013)



An artist's impression of what Eden Square could look like, providing an enhanced setting for the listed buildings to the left and in the distance. The space would be car free except for service vehicles

## 8. THE CATTLE MARKET



### Context

This is the site of the former cattle market in the town centre. The area is used for the weekly Monday Market which is generally homeware, clothes and produce.

The surface of the site is used as a bus stand/station and a car park. There are two floors of basement car parking. There is a subway linking this car park, under Wheatfield Way with the town centre. The public realm is generally of poor quality and the traffic from Wheatfield Way also has a negative impact on the site.

The surrounding context of the site is relatively poor quality with heavy traffic on two sides of the site. The architectural quality in the area is also relatively poor.

### Objectives

1. To improve the quality of the environment at this arrival point into the town centre from the east.
2. To provide frontage to Fairfield North and Wheatfield Way.
3. To improve the quality of the car parking offer.
4. To improve the bus network on site whilst maintaining a high quality service.

### Development parameters

This site provides a major opportunity to improve this entry point to Kingston. A new building on this site should provide active ground floor frontage to Wheatfield Way and Fairfield North and could be sufficiently large enough to accommodate a significant retail or leisure use.

Above the ground floor there may be scope for taller buildings, whilst respecting the cluster of Edwardian civic buildings immediately to the south. There is scope for hotel, residential, office or institutional use within the upper floors. Further detailed testing on the impact of any tall building on views from the Fairfield and on the cluster of Edwardian buildings will need to be undertaken as applications are submitted.

A new building on this site should retain the basement car parking but it is very likely that this would be rebuilt to support any new structure above ground. The building should be serviced from the basement.

The public realm will be improved and links improved to Fairfield Recreation Ground and the adjacent leisure centre. A new crossing point across Wheatfield Way at ground level should be provided. Were the bus station to remain in situ then it would require an upgrade of improvements.

A number of options are proposed for the Monday Market;

- Retain the market on site in an indoor market hall as part of a wider development of the site.
- Retain the market on a reduced site while building on the remainder of the site.
- The Monday Market could move to an alternative site such as the north west corner of Fairfield Recreation Ground (see site 9).

### Related projects

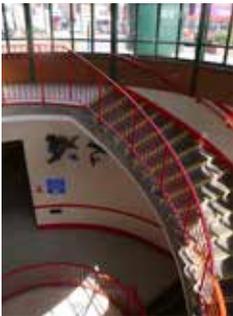
Links from this site to Fairfield Recreation Ground should be improved (site 9) as should the crossing to the town centre at street level (site 6 and 10). The site will have an impact on the setting of the listed Museum and Library to the south of the site.

### Stakeholders

Existing landowners and leaseholders  
Royal Borough of Kingston  
TfL  
Market stall holders  
Kingfisher Leisure Centre  
English Heritage

### Lead and management

Landowner  
TfL (bus stand/stops)



The existing Cattle Market

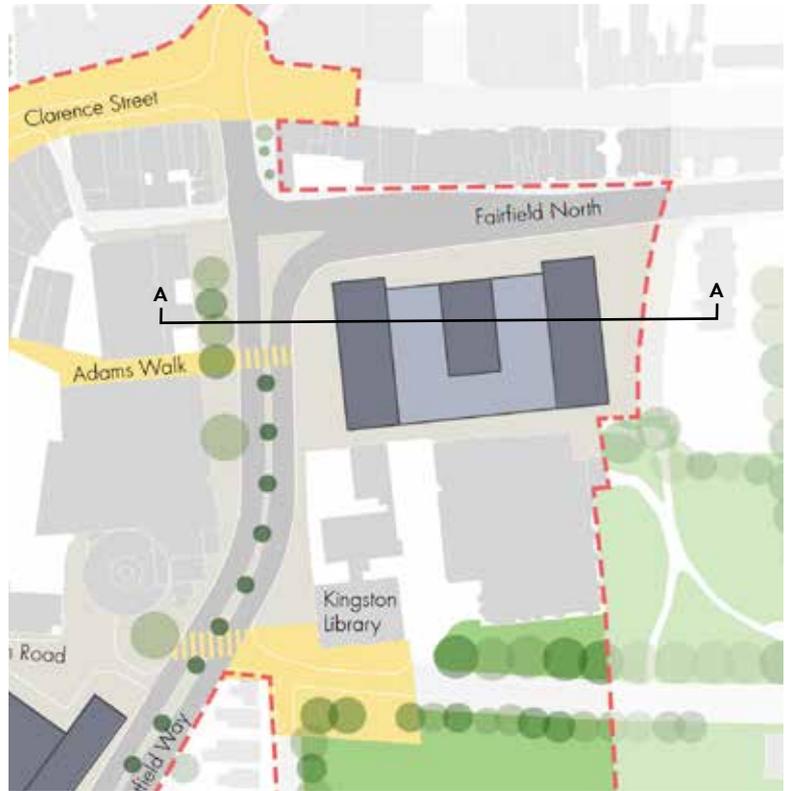
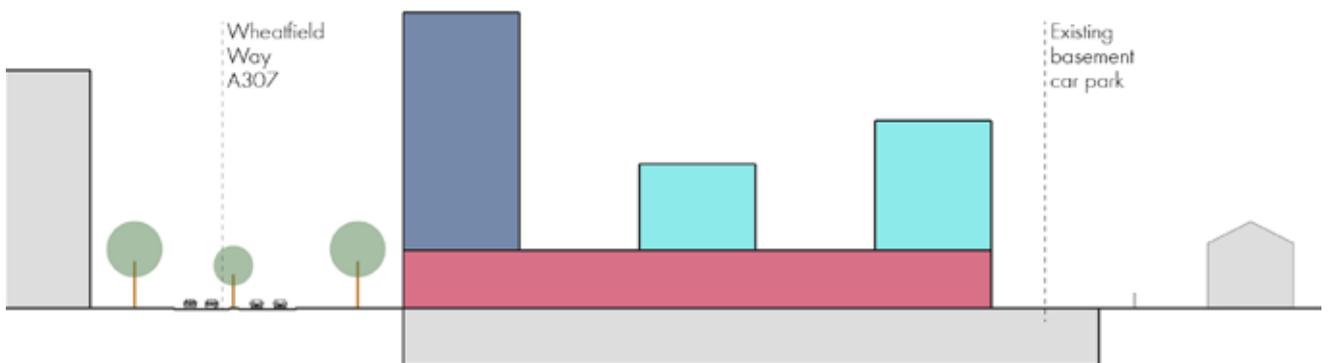


Figure 20: The Cattle Market



Indicative section AA which demonstrates retail, office and residential uses

# 9. FAIRFIELD RECREATION GROUND



## Context

Fairfield Recreation Ground is located just east of the town centre, approximately a 10 minute walk from the Market Place (see page 35 for a plan illustrating the context of the park). It is not well signposted from the town centre and the existing route to the recreation ground is illegible.



The main entrance to the recreation ground is halfway along its northern edge, not at the point closest to the town centre. The recreation ground is also the setting for the attractive Edwardian Library which overlooks the park.



The recreation ground itself is a flat area of grass, lined with attractive trees. There is limited seating and the play area is opposite the recreation ground adjacent to the Kingfisher Leisure Centre. The recreation ground has marked out sports pitches and some fitness equipment and is used as playing fields by local schools.



## Objectives

1. To increase the number of people using the recreation ground by providing a new pedestrian gate in the north west corner.
2. To preserve the undeveloped, green open space
3. To improve the setting of the listed public buildings, Kingston Library and Museum.
4. To provide legible, signposted routes to the recreation ground, gallery and library from the town centre.

## Development parameters

Fairfield Recreation Ground is an asset for Kingston Town Centre. Along with the listed library and museum this is an attractive corner of Kingston. There are opportunities to improve access with an improved crossing to the area across Wheatfield Way and signposting from the town centre.



The existing Fairfield Park

The recreation ground should have a new entrance in the north-west corner to allow easier access when walking from the town

centre. This should be a pedestrian gate.

Improving the quality of the public realm including a shared surface treatment across the road at Fairfield North would help to improve the setting of the library. This would not change the existing access along the road.

As Policy 6 of the K+20 AAP highlights the Council will pursue the upgrade or replacement of Kingfisher Leisure Centre for leisure, recreation and community use and the demolition and re-provision of the children's library to improve the setting of the listed buildings.

The recreation ground could be used for the Monday Market if its existing site was redeveloped and no other suitable location was identified and the market could not be accommodated on the existing site. Some permeable surfacing would need to be considered if the market were to use land at Fairfield.

## Related projects

A new signposted route to the park and museum will be from Eden Street along Lady Booth Road (site 5), with a new wide pedestrian crossing over Wheatfield Way (site 10).

## Stakeholders

Local residents  
Kingston Museum and Library  
Kingston Grammar School  
Tiffin Foundation  
Kingfisher Leisure Centre  
English Heritage  
Local schools, nursery's, local businesses and clubs who use the park.

## Lead and management

Royal Borough of Kingston



Figure 21: Fairfield Recreation Ground



Oval market operates from a corner of the gardens around St Marks Church



Camberwell Green market

# 10. WHEATFIELD WAY



The existing Wheatfield Way

## Context

Wheatfield Way is an inner relief road for Kingston Town Centre, connecting the routes from the south to connections north, east and west via the gyratory system. It acts as a substantial barrier to pedestrian and cyclists, partly due to the volumes of traffic but also because of the relatively poor quality environment. This cuts the Eden Quarter and wider town centre off from its residential hinterland to the south east.

The road has limited and disjointed frontage that does not provide the street with activity. Although there are wide pavements along the road there are a limited number of crossing points from the town centre to the residential area beyond.

## Objectives

1. To better connect Kingston's residential neighbourhoods, the library, museum and Fairfield Recreation Ground with the town centre.
2. To balance the needs of private and public vehicles, cyclists and pedestrians.
3. To create an attractive and legible environment for bus passengers and waiting buses.
4. To deliver active and high quality frontage and ground floor uses along the street. This should include improving the Fairfield NCP car park.

## Development parameters

There is a major opportunity to reduce the negative impact of Wheatfield Way on the Eden Quarter. The aspiration should be to transform Wheatfield Way from a motorway to an active urban street.

There should be additional pedestrian crossing points at key nodes along Wheatfield Way. The central reservation should have regular street tree planting and should be wide and flat to allow for pedestrians to use the reservation as a natural pausing place. The generous widths of the road means there is space for all users. Wide pavements should be provided.

A mini-Holland project will provide high



Figure 22: Wheatfield Way

 New or improved crossing points

quality safe segregated cycle tracks along Wheatfield Way. A minimum 4m strip of dedicated additional space will be required in addition to the existing carriageway and footways for the new infrastructure, the design of which is to be confirmed. Space for prominent public cycle parking should be incorporated.

Bus stops along this road must be attractive places to wait. There should be a unified public realm treatment along the length of the road. These schemes may require additional land take from the existing land ownership along Wheatfield Way.

The impact of the road on local residents should be reduced by the introduction of measures that help reduce traffic speeds such as changes to the road surface.

As development sites come forward along the road new buildings must have active ground floors with doors and windows facing onto the pavement. New uses will generate an increase in footfall. The new office building at Ashdown Road (site 5) and the mixed use development at Brook Street (site 4) will provide activity and new frontage to Wheatfield Way.

### Related projects

New buildings will provide frontage to Wheatfield Way and these sites must provide enough pavement space for new bus stops and waiting space (sites 4, 5 and 8). New crossing points will be provided to key sites to the east of Wheatfield Way (sites 8 and 9).

### Stakeholders

TfL  
Local residents, landowners and businesses  
Royal Borough of Kingston

### Lead and management

Royal Borough of Kingston



Tolworth, RBK, recent improvements



Ashford provides a useful precedent for improved public realm along its ring road



An artist's impression illustrating Wheatfield Way and the new office block and decked car park at Ashdown Road





# DELIVERY

## Phasing

Delivery of the development proposals for the Eden Quarter will require a phased approach. The objective of the Development Brief is to ensure that the new high quality retail, restaurant and commercial uses are seen as a natural extension to the existing town centre rather than creating a new retail pitch. Consequently, there is a natural phasing of the proposals in this Development Brief to encourage the 'stretch' of the existing retail circuits to invigorate both Eden Street, but also to underpin and strengthen the opportunity for the land to the south east of Eden Street.

At present there is insignificant footfall that is attracted to the south east of Eden Street. This is partly due to the lack of attraction drawing people in this direction, as well as the way in which the Eden Walk Shopping Centre operates. The route east from the Eden Walk Shopping Centre has significantly busier pedestrian flows than the one to the south. This desire-line will be strengthened by the proposed redevelopment of the existing Primark store and the former Quaker's meeting house. This new development which has planning permission, will act as a new retail anchor drawing people through the Eden Walk Shopping Centre as well as south along Eden Street from Clarence Street.

In order to create the scale of change that is necessary to attract retailers and other occupiers to the proposed development envisaged by this Brief, it is necessary that the redevelopment and reconfiguration of the Eden Walk Shopping Centre is undertaken as an early phase. Proposals to reconfigure units within the shopping centre to better meet retailer demands, as well as the introduction of other uses including leisure, restaurant and residential, will help to reinvigorate the centre. Also, the introduction of active frontages along Eden Street will offer the opportunity for complementary retail,

restaurant and other uses to be brought forward in accordance with the Site guidance for the areas south and east of Eden Street.

Upon completion of the Eden Walk redevelopment, it is considered that in order to create the necessary scale of change to attract new retailers, as well as to address land equalisation and viability, that development of Sites 3, 4, 5 and part of 6 will need to be closely co-ordinated and delivered within a similar timeline (see figure 23 for site numbers). The objective of developing a retail anchor to Site 3 is a key component of the strategy in this Brief to counter-balance the proposed development of the new flagship store by Primark. The redeveloped and reconfigured Eden Walk Shopping Centre, which will include the creation of improved units with active frontage along the new Eden Square, will create a new desire line through to the proposed retail anchor shown on Site 3.

The anchor needs to be powerful enough to draw pedestrians through Eden Walk Shopping Centre and therefore it is envisaged would comprise either a new department store or a cluster of large, high quality, double height retail units. This combined with the intended high quality public realm to be created in Eden Square, will start to create the attraction for drawing people either through the Eden Walk Shopping Centre, or indeed, west from Market Place and Union Street. Development within Site 3 combined with the creation of the new Primark store creates the primary retail anchors to the development proposal envisaged by this Development Brief for Sites 4 and 5.

Depending upon the nature of the retail space within Site 3, it will require the landowners of these sites to agree a form of "equalisation" to address both the need for sharing the costs of public realm improvements envisaged for Eden Square and along Eden Street, as



Figure 23: Site areas within the Eden Quarter

1. Eden Walk
2. Eden Square
3. Surrey House
4. The Old Post Office site
5. Ashdown Road
6. Eden Street and Adams Walk
7. Old London Road
8. The Cattle Market
9. Fairfield Recreation Ground
10. Wheatfield Way

well as more particularly, addressing the enhanced value that would be created in blocks adjacent to the new retail anchor. This would be particularly the case if this is a new department store given the nature of the financial deal required by department store retailers. Equally, attracting major occupiers to Site 3 will require evidence that the development across Sites 4 and 5 (in particular) is being brought forward at a similar timescale to provide confidence that there will be sufficient critical mass to underpin new development south and east of Eden Street in this part of the town. In terms of town centre development opportunities, it is fortunate that there are only three significant landowners within these key sites.

In light of the strategic ambition of this Development Brief, it is envisaged that site acquisition costs would be minimised as far as practicable through the landowners planning appropriate lease strategies to avoid unnecessarily excessive compensation payments. It is fortunate that the land owners of Sites 3 and 4 are currently looking at the development potential of their respective sites, albeit that it is essential that proposals coming forward are cognisant of (and do not fetter) the wider ambition outlined in this Brief. In connection with Site 3, it is recognised that Lever House and its associated car parking are subject to a long-term tenancy arrangement and therefore does not form part of the proposal shown within this Brief.

Given the loss of office accommodation across the Sites south and east of Eden Street, replacement office accommodation is shown potentially within blocks adjacent to Site 3, and within Sites 4, 5 and 8. Other than smaller scale office development shown to the rear of Site 4 which would be attractive to smaller businesses, this should be of a modern standard suitable for attracting corporate occupiers. Given the fickle demand

for new office space in Kingston but reflecting the employment research undertaken by the Council and the comments from local commercial agents who confirm that there are periodic enquiries for sizeable amounts of floorspace that cannot currently be met, it should be an ambition to try to secure new office occupiers during the life of the Brief. In the absence of demonstrable demand, alternative uses for these potential areas should be considered.

It is considered that the core retail commercial and restaurant uses within blocks 3, 4, 5 and part of 6 would take in the order of two to two and a half years to develop from a start on site. It is envisaged that the proposals for the Eden Walk shopping centre would likewise take in the order of two years to complete. Consequently, as the Eden Walk development proposal is seen as an early phase, delivery of the retail and food and beverage ambition within Sites 3, 4 and 5 will need to reflect the development timeline for Eden Walk in order to attract the right calibre of retailers and other occupiers. Whilst there is no reason why proposals could not be brought forward more quickly, it is key that any individual site proposal does not fetter the wider ambition to achieve the quality of new retail and commercial space on adjacent development parcels. If land owners are not able to agree cost and value sharing arrangements through an equalisation agreement, then the Council will look to negotiate appropriate pooled Section 106 contributions from individual land owners' proposals towards matters such as:

- the public realm improvements to create 'Eden Square' and to enhance Eden Street; and
- the costs associated with rerouting buses along Wheatfield Way and Eden Street in discussion with TfL.

There is currently significant surface car parking within Sites 4 and 5, and so temporary car parking arrangements during redevelopment will need to be considered and, it is feasible that a cost effective and optimum car parking arrangement might be secured by landowners combining interests again through a form of land equalisation arrangement.

The Council owns land within Site 5 and will look at how this could be utilised to facilitate delivery for this part of the Brief. However, for the reasons articulated above, it is envisaged that the landowners should work together with a development partner to deliver Sites 3, 4 and 5 simultaneously and to ensure that a mechanism is agreed for sharing costs, as well as the enhancement in value that will be created through a comprehensive approach to this part of the Eden Quarter Brief. The Council recognises that it may need to facilitate delivery by assembling key interests in land, or by overriding easements or covenants that would otherwise fetter development proposals coming forward that meet the ambition set out in this Development Brief. Therefore, where necessary and subject to appropriate indemnities being agreed, it will consider the use of its statutory powers, including compulsory purchase and appropriation powers.

The Council will also co-ordinate its other funding and delivery strategies, for example, the mini-Holland cycling initiative, and discussions with TfL in connection with new bus routing in the town centre, to ensure that they complement the proposals in this Brief.

Site 8 - The Cattle Market Site is owned by the Council and is subject to a lease to TfL for the bus station. The Council is willing to consider the use of its land as part of a development structure to facilitate a comprehensive redevelopment of this site on what is a prominent landmark corner. Development of the site is not directly related to the development of the other parcels within this Brief and therefore can be promoted in

isolation. Due to the proposed development above the car park as well as issues around the structure that is currently below ground, a comprehensive redevelopment for a mixed use scheme is envisaged. The Council will consider the best use of its land asset in conjunction with the financial return it currently receives, in order to promote and facilitate a comprehensive redevelopment of this site. A key issue that would need to be addressed as part of this proposal is to find a suitable alternative location for the Monday Market that is held on the surface level of the car park.

### **Financial Viability Issues**

The core components of the proposals under this Brief comprise Sites 3, 4, 5 and part of 6. Allowing for a discount to Kingston's current prime 'Zone A' rents in Clarence Street, together with an assessment of the potential residential values, the combined development across these blocks is considered to be viable in the context of seeing this part of the Eden Quarter comprehensively redeveloped as envisaged by this Brief.

The land acquisition budget, due to the inherent value within many of the interests already on the site, can act as a challenge to viability, but it is expected that landowners would manage lease arrangements to avoid unnecessary compensation payments. Equally, designing an actual scheme, as opposed to the high level approach within the Brief, will create opportunities for further value enhancement. Given the significant change that would be created to this part of the Eden Quarter through redevelopment, working with a development partner with a medium term view of this type of investment will also be beneficial, as it is envisaged that there will be significant value enhancement opportunity particularly around the baseline retail and commercial assumptions that have been made in the current appraisal.





# PLANNING POLICY CONTEXT

The following section sets out the relevant planning policy context for the Eden Quarter at national, regional and local levels.

## National Policy

The National Planning Policy Framework (NPPF) and Planning Practice Guidance sets out high-level principles for sustainable development. The central principle of the NPPF is a presumption in favour of sustainable development throughout the planning process. This requires that local planning authorities seek positive opportunities to meet the development needs of the area.

The NPPF provides important guidance about the design of the built environment to help guide development management decisions. The NPPF promotes competitive town centre environments, which provide customer choice and a diverse retail offer, whilst reflecting local character. Town centres are recognised as being at the very heart of communities and a range of other uses, such as homes, offices and leisure are expected to support the main retail offer.

## London-wide policy

Kingston Town Centre is subject to policies set out within the 2011 London Plan and the emerging Further Alterations to the London Plan (FALP). The London Plan provides the strategic planning policies for London

and sets out an economic, environmental, transport and social framework for the city to 2031.

Kingston is named in the plan as a Metropolitan Centre (Policy 2.15, FALP) and a potential 'Strategic Outer London Development Centre' (Policy 2.16, FALP), with strategic sub-regional importance for leisure, tourism, arts, culture, sports and higher education. In order for outer London to achieve its full potential the development of these centres will need to co-ordinate public and private investment in development and infrastructure, ensure that growth and development targets are met, and place a strong emphasis on creating distinctive places with high quality design and public realm. Kingston upon Thames has a projected 16% employment growth between 2011 and 2036 (Table 1.1, FALP) and has been set a minimum 10 year housing supply target between 2015 and 2025 of 6,434 new homes (Policy 3.3, FALP).

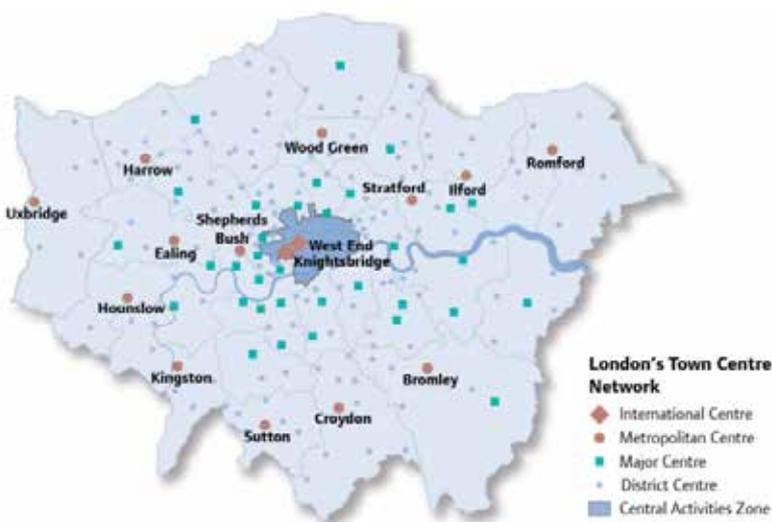
Emerging plans for Crossrail 2 include the option of a link to Kingston that will connect the town centre with new central London locations, including Victoria, Tottenham Court Road and Euston / St. Pancras International / Kings Cross, as well as the wider Crossrail and London Underground networks. The proposals would act as a stimulus for economic growth through supporting new development and bring other significant benefits to Kingston, including quicker, more direct journeys, greater connectivity and reduced crowding on National Rail services.

## Local Policies

The Borough-wide and Town Centre policy context for Kingston is established by the Kingston Core Strategy adopted in April 2012 and Kingston Town Centre Area Action Plan (K+20 AAP) adopted in July 2008.

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

The Core Strategy sets out the vision, objectives and strategic policies for managing future growth, change and development



London's Town Centre Network, The London Plan (2011)

within the Borough. The document not only considers land use, but also a comprehensive range of environmental, economic and social issues.

The Core Strategy also outlines the broad scope for development in the town centre, which includes:

- Up to 50,000m<sup>2</sup> (gross) additional retail floorspace by 2016;
- Around 1,000 new homes and 500 student bed spaces;
- New and upgraded offices, including small business space;
- New facilities for Kingston University and Kingston College;
- Enhanced cultural, leisure and entertainment facilities, including the theatre and an improved library/museum;
- A high quality full service hotel;
- Enhanced Court facilities;
- Improved facilities for the faith, community and voluntary sector;
- Protection and enhancement of the Old Town Conservation Area and other areas of historic interest and the designation of Old London Road and Castle Street as Areas of Special Character;
- Significant improvements to the quality of buildings and spaces, the approaches to the town centre, landscape, signage, public art and lighting;
- Improved facilities for recreation and leisure along the riverside and environmental improvements; and
- A new bus station to enable the removal of buses from Eden Street; improvements to the Fairfield Bus Station and Kingston Train Station; new and improved car parks to maintain around 7,000 parking spaces; improved walking and cycling routes and secure cycle parking; and a potential permanent park and ride facility.

### **Kingston Town Centre Area Action Plan 'K+20' (Adopted July 2008).**

K+20 is part of the Council's Development Plan. The plan provides the framework for future development and improvement in Kingston Town Centre. It states that over the period to 2020 there will be planned

change and development to provide: new and enhanced shopping, leisure, cultural, education and community facilities; new housing and jobs; new and enhanced public spaces; transport and environmental improvements.

K+20 identifies key areas suitable for change, which can accommodate new development, enhance the town centre and extend its offer, while preserving its existing attractive character. As well as identifying future development sites the AAP provides guidance on key areas for conservation and enhancement, plus a range of environment and transport improvements, guidance on housing, design quality and public realm. The K+20 also provides specific guidance for three areas that fall within the Eden Quarter. There are a number of proposal sites identified within these character areas and the objectives and policies for these sites are set out below.

### **Character area 1: Prime Shopping P2: South of Clarence Street, Eden Quarter**

The Council will work with land and property owners and developers to secure the comprehensive development and upgrading of this area, including partial redevelopment, to provide high quality mixed-use development, which should include:

- High quality new comparison shopping facilities in an open street format with a mix of shop sizes, to the rear of the Clarence Street frontage, including the partial redevelopment of the Eden Walk Shopping Centre;
- Retail related A2 and A3 uses;
- Residential, including affordable housing, offices and community uses, above the retail;
- A landmark building towards the eastern side of the site;
- Improved pedestrian links between Clarence Street and Eden Street, Clarence Street and Union Street and Eden Walk and Memorial Gardens;
- Retention and enhancement of the shopmobility scheme;
- Enhanced basement servicing;



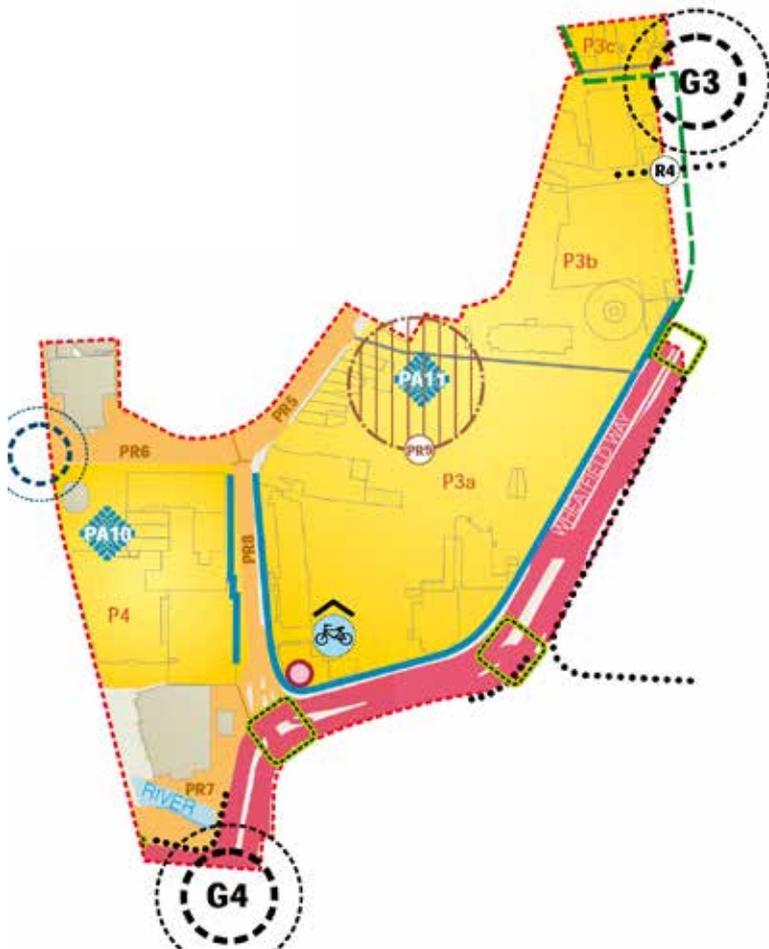
**P2: South of Clarence Street, Eden Quarter**

- Secure cycle parking;
- Good quality links to public transport and public car parks;
- Removal of the Eden Walk multi-storey car park; and
- The site is within Flood Risk Zones 2 (medium risk) and 3a (high risk) and development proposals should accord with flooding policy.

**Character area 2: South East  
Policy P3: East of Eden Street and the  
Ashdown Road sites: Eden Quarter**

The Council will work with land and property owners, developers and TfL London Buses to secure the comprehensive development and upgrading of this site to provide high quality mixed use development including:

- The extension of the Primary Shopping Area onto the Ashdown Road sites P3a by the provision of high quality new comparison shopping facilities in an open street format, with a mix of shop sizes;
- Retail related A2 and A3 uses in line with the frontage;
- Residential including affordable housing and offices above retail;
- Community uses;
- A new public space on P3a;
- Basement servicing with access from Wheatfield Way;
- A new bus station on P3a on the Wheatfield Way frontage with high quality waiting facilities for bus passengers;
- A multi-storey car park on P3a accessed from Wheatfield Way;
- A secure public cycle parking centre;
- Refurbishment and re-use of the listed former post office building to include community use;
- Redevelopment and intensification in area P3b to provide high quality buildings, new retail facilities, with residential, offices, a hotel or community uses above and improved pedestrian links from Wheatfield Way to Eden Street;
- Redevelopment of area P3c, fronting Clarence Street to improve the quality of the retail facilities with offices above to provide a focal point in this gateway location;



**P3: East of Eden Street and the Ashdown Road Sites: Eden Quarter and  
Policy P4: St James Area**

- Public art; and
- The site is within Flood Risk Zones 2, 3a and 3b and development proposals should accord with flooding policy.

#### Policy P4: St James Area

The Council will work with land and property owners and developers to secure the upgrading of this site, through redevelopment or refurbishment, to improve its appearance and uses and provide:

- High quality development;
- Enhanced retail and retail related A2 and A3 uses;
- Better quality offices;
- Entertainment and leisure facilities;
- Community facilities;
- Residential, including affordable and student housing, appropriately located if the nightclub remains;
- An enhanced public space which relates better to the listed Union Church and enhances its setting;
- Public car parking;
- Public art; and
- The site is within Flood Risk Zone 3a and development proposals should accord with flooding policy.

#### Character Area 3: Eastern Approach Policy P5: Cattle Market Car Park and Fairfield Bus Station

The Council will pursue, with private sector partners and TfL London Buses, the provision of:

- Improvements to the Fairfield bus station;
- Improved car parking;
- Improved pedestrian links across Wheatfield Way to Adams Walk;
- Improved facilities for the Monday Market;
- Affordable housing; and
- The site is within Flood Risk Zone 2 (medium risk) and development proposals should accord with flooding policy.

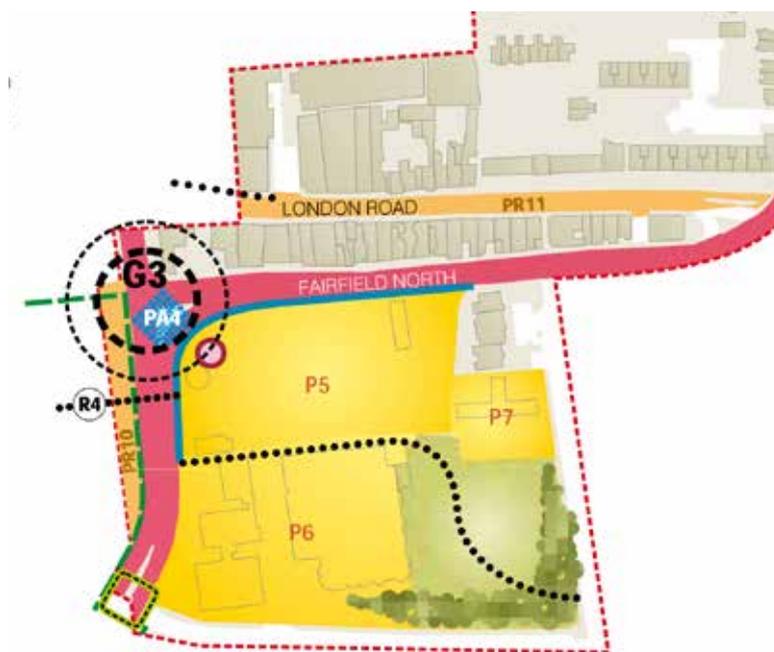
#### Policy P6: Kingfisher Leisure Centre, Open Space and Kingston Library and Museum

The Council will pursue improvements to the quality of facilities and the environment to include:

- Upgrading or replacement of the Kingfisher Leisure Centre for leisure, recreation or community use;
- Retention and enhancement of the local open space and an improved play area;
- Enhancing Kingston Library, Museum, and the setting of the listed buildings by the demolition of the Children's Library building;
- Residential including affordable housing; and
- The site is within Flood Risk Zone 2 (medium risk) and development proposals should accord with flooding policy.

#### Moving Forward

Given the age of the K+20 document and the changing property market context of recent years, this Brief is intended to provide a fresh approach to the development of the area within the aims and objectives of the original AAP.



Policy P5: Cattle Market Car Park and Fairfield Bus Station and Policy P6: Kingfisher Leisure Centre, Open Space and Kingston Library and Museum

# PROPERTY MARKET CONTEXT

A recent RetailScape study by Experian (May 2013) identified Kingston as the third best performing retail centre in the UK as well as being the centre recognised with the strongest market potential as demonstrated in the table below.

Centre	Comparison Spend (£m)	Resilience of Catchment	Catchment in Mosaic Group Top Table	Likelihood to Buy Online*
1. London West End	£4,465	Above Ave.	10%	5
2. Edinburgh - Princess Street	£1,325	High	14%	6
3. Kingston upon Thames	£989	High	29%	10
4. Westfield London	£1,111	Above Ave.	9%	6
5. Cardiff	£1,102	Above Ave.	13%	8
6. Aberdeen	£940	High	19%	8

\* 1= low likelihood to buy online, 10= high likelihood

However, the household telephone survey undertaken by GVA in April 2013 identified that the Borough has several competing local retail areas including the West End, Westfield London (White City), Wimbledon, Sutton, Croydon, Richmond, Hounslow, Epsom and Staines. Guildford is also expected to become a competitor due to the retail development planned at North Street by Lend Lease.

The Eden Quarter is located adjacent to or within easy walking distance of many destinations within Kingston Town Centre including Kingston University, the Market Place, Kingston's prime retail area including Clarence Street, the Bentalls centre and John Lewis department store, the railway station and the Fairfield Recreation Ground (the largest park within the town centre).

The Eden Quarter comprises three distinct retail areas including:-

- Clarence Street (Kingston's prime pitch tailored towards the mid / mass market) with shops such as Topshop, Superdrug and French Connection
- The Eden Walk Shopping Centre (built in 1968 comprising an open precinct with c. 29 units). Shops include Boots, H & M,

BHS, Sainsburys and Heals. The centre is anchored by Marks & Spencer

- Secondary shopping to the East of Eden Street including Argos, 99p stores and LIDL, anchored by Primark (which has planning consent to extend into the adjacent building).

Since the development of The Bentalls Centre and Eden Walk, there has been very little investment into enhancing and updating the retail offer within Kingston Town Centre. This has resulted in a lack of available retail units which adequately meet modern retailer requirements, subsequently hindering the town's offer.

In particular, challenges facing Kingston Town Centre's retail market are:-

- Shortage of larger retail units to meet retailer requirements (5,000 – 15,000 sq ft)
- Lack of potential for another anchor store within the town centre, to drive footfall. This is mainly as a result of the segmented land ownerships in the town centre; in order for an anchor store to be viable a critical mass of supporting prime retail is also required to support the cost of an anchor store.
- There is a gap in the provision of more luxury and aspirational retailers in the town centre with the limited offer that exists concentrated around the Historic Core / Market Place and the Bentalls Centre (mainly within concessions within Bentalls department store)
- Poor connectivity and permeability between John Lewis, the Bentalls Centre and Eden Walk / the Eden Quarter, in addition to poor quality public realm / poor pedestrian environment on Eden Street.
- Perception of congestion / parking issues
- Limited centrally located quality eating / drinking offer

With regards to the Eden Quarter specifically, there are a number of significant constraints that prevent it from contributing to Kingston's need for high quality retail uses. The gyratory system and heavy traffic in the town centre has a significant impact on the Eden Quarter, reducing the quality of the environment and

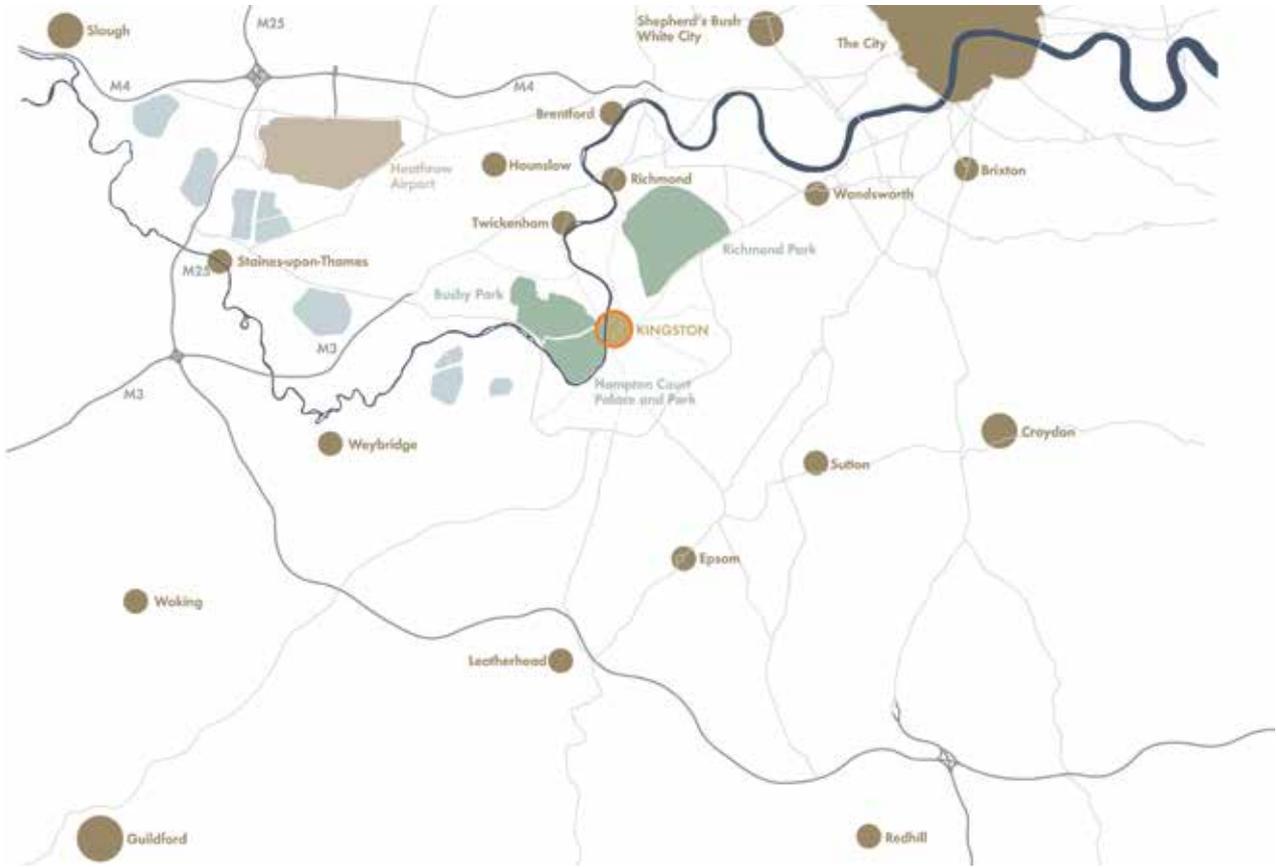


Figure 24: Kingston in the context of London and the south west. Kingston is a strong centre within this area and has a wide catchment and competes with other centres such as Guildford, Croydon, Woking and central London.



Figure 25: Kingston is located on the River Thames, on the opposite side of the River to Hampton Court Palace and Bushy Park. The town grew around the river crossing which was first established in Roman times.

hindering natural pedestrian routes. There is also a lack of connectivity within the Quarter itself, with many pedestrians using Marks & Spencer as a cut through (for lack of alternative routes), diverting footfall away from a number of key retail pitches.

### **Office Market**

Despite reasonable train connections to London from Kingston, the Kingston office market peaked in the mid-80s and, due to the absence of any new office development for over 20 years, there is now no good quality office stock with which to attract new corporates and smaller businesses.

Local agents estimate that there is c. 800,000 - 900,000 sq ft of office space in Kingston Town Centre, however with Combined House, Parman House, Kingsgate House and possibly Millennium House being converted to either residential or student accommodation this figure is expected to dramatically reduce.

There are a small number of significant office buildings within the town centre, with the majority of floor space being below 10,000 sq ft and fitted around leisure and retail uses or above shops (Market Commentary by Capita, 2014). In addition, the majority of stock is relatively old, with 82% being built pre-1990, impacting on Kingston's competitive position in the modern office market (Nathaniel, Lichfield and Partners, 2014).

The bulk of requirements in the south west M25 corridor are seeking between 15,000 – 20,000 sq ft of high quality, purpose-built office accommodation. Due to the lack of development in Kingston supply of this product is extremely limited. We understand from local agents that there have also been larger requirements for office space in Kingston at c. 100,000 sq ft, however the lack of appropriate office accommodation has meant that potential occupiers have opted to locate elsewhere. An exception to this was the recent letting of Kings House on Wood Street, which comprises c. 90,000 sq ft of refurbished office accommodation; Saipem secured the building for a record rent of £23.00 per sq ft in 2012.

Challenges facing the Kingston office market include:-

- Competition from Central London drawing demand away from suburban areas
- Stagnant rental values resulting in reduced investor interest
- Competition from nearby centres, such as Wimbledon and Richmond, which benefit from better transport links, although rental values are now markedly higher than Kingston
- Issues with traffic, congestion and a lack of parking associated with Kingston Town Centre
- A lack of high specification, modern offices to attract new occupiers
- The need for increased assistance through the planning system to encourage new office development
- The potential loss of further office space in the town through permitted development rights to convert offices into residential (albeit these rights come to an end in May 2016)

### **Residential Market**

Areas surrounding Kingston Town Centre have been subject to new residential development in recent years, including the Kingston Heights development of a former power station on Skerne Road and the Royal Quarter development of the station yard and factory sites on Seven Kings Road. Other developments include The Boatyard, Waters Lane and The Royal Gallery, on Skerne Road. The majority of this new development has comprised flats, usually of one to three bedrooms.

According to the most recent house price data available from the Land Registry, the average house price in Kingston upon Thames is £504,040, which represents a 12% increase from the previous year. By comparison, the average house price in London is £459,352, having increased by 11.35% over the past year, whilst the average price in England is £241,190. Between July 2013 and July 2014 the number of houses sold in Kingston upon Thames increased by c. 24% from 2,055 to 2,540.

GVA has consulted with several local residential estate agents to discuss current demand and values in the town centre. In terms of buyers, agents spoke of a strong demand from buy to let investors (one agent cited that 75% of their properties in the area were sold to investors). However, there is also a significant demand from owner occupiers, mainly young and first time buyers.

The range of values given by local agents for new-build units in the town centre is summarised in the table below:

Unit Type	Value Range
Studio	£200,000 - £250,000
1 Bed flat	£250,000 - £315,000
2 Bed flat	£375,000 - £425,000
3 Bed flat	£450,000 - £500,000

For the two and three bedroom units, local agents commented that the prices quoted above would be inclusive of a parking space (which can separately range in value from c. £15,000 to £20,000 per space). Assuming London Housing Design Guide unit sizing, and adopting the higher end of the range of values, the prices quoted equate to approximately £550 per sq ft overall across all unit types (including parking for two and three bedroom units).

Pricing around Kingston Town Centre can vary significantly depending on location with the highest prices commanded at the river front. For example, Redrow are currently developing two schemes north of the town centre; The Riverside scheme is priced at c. £1,000 per sq ft, whilst the River Walk scheme, which is set back slightly from the river (only benefiting from partial views), is priced at 60% of this at c. £600 per sq ft.

We consider that residential values within the Eden Quarter will vary by block (for example we would expect a tower block to achieve considerably higher values than a block adjacent to Wheatfield Way). Furthermore, due to the comprehensive development of

the Eden Quarter creating a well-designed, animated and attractive place to live, we consider that the present-day town centre values quoted by local agents to be conservative. Discussions with developers indicate that current assumptions for residential values in Kingston Town Centre range from £600 - £650 per sq ft.

In regard to residential development within the Eden Quarter we consider that the following challenges may exist:-

- Balancing the needs of residents in the town centre against the needs of commercial occupiers (for example noise and servicing requirements)
- The current policy for car parking in the town centre is 0.5 spaces per unit. Given that a high volume of residential units are expected to be delivered, this quantum of residential car parking in order to meet policy (whilst providing retail and office parking) may be difficult to achieve
- Depending on the provision of car parking, there may be increased traffic congestion
- Provision of amenity and open space for residents. At present there is limited open space within the town centre.
- Impact on local services especially if large-scale residential development takes place (for example schools, transport, doctors surgeries etc.). However this is likely to be off-set by planning contributions.

# DESIGN CONTEXT

## The Eden Quarter

Kingston upon Thames has a very attractive historic core and can trace its origins back to Saxon times. The Eden Quarter, as part of the surrounding context, has changed and adapted over the years. In the mid-Victorian period Kingston was a distinct but expanding town in the decade that the railway station first opened. Figure 26 (1868) illustrates a core of compact urban blocks around the Market Place and church – a fine grain character which still exists today. Away from the core centre there are a number of larger blocks, including the parade ground and barracks of the Militia to the east of Eden Street. To the north and south, green spaces can be seen providing market gardens and orchards, whilst the green space to the east is the Fair Fields.

In the 30 years that followed (figure 27 1896) the arrival of the Railway, the form of Kingston intensified significantly. Whilst the core centre was already very compact the pressure for growth has spilled into surrounding blocks, replacing the barracks with a new street, Ashdown Road. Fife Road was also established to the north of Clarence Street and buildings on the south side of the Old London Road were cleared to allow Fairfield West to connect to the north. At this stage in the evolution of the plan the town's relationship with the river is still largely one of trade, with tannery, brewery and saw mill all labelled on the historic map.

The modern day figure 28 (2014) shows a number of stark contrasts with the earlier historic form of the town. Development has opened up the river frontage and developments such as the Guildhall complex have had a major impact. However, the most significant change has been the major alterations to the road network and the development which has been established in the new urban form. Wheatfield Way was pushed through a number of existing blocks, leaving a relatively unresolved urban form and a great deal of surface parking on the sites that were cleared. This provides a significant opportunity for re-establishing connections and repairing the

urban form in the Eden Quarter.

One notable feature of the form of Kingston Town Centre is the large scale of the block bounded by Clarence Street and Eden Street. Whilst this has been subdivided by small lanes and more recently by the Eden Walk Shopping Centre. It remains a barrier to the clear and connected growth of the town centre.



Figure 26: 1868



Figure 27: 1896



Figure 28: 2014



The exterior of Kingston Museum from the north-west designed by Alfred Cox, 1905 (Reproduced by permission of English Heritage)



The exterior of Kingston Library from the north-west designed by Alfred Cox, 1905 (Reproduced by permission of English Heritage)



View of the town from above Hampton Court to the west, 1928 (© English Heritage Aerofilms Collection)



The town and the River Thames, from the south, 1924 (© English Heritage Aerofilms Collection)



All Saints Church and the Market Place, 1952 (© English Heritage Aerofilms Collection)



This grand building was built as the Town Hall between 1838-40 by Charles Henman. A new town hall (Guildhall) was built in 1935 (Reproduced by permission of English Heritage/Howarth-Loomes Collection)

## Heritage assets

Kingston developed in its current position due to the ford used in Roman times which was the first opportunity for people travelling to cross the River Thames. Kingston was the ancient market town where Saxon kings were crowned. The Coronation Stone which is believed to have been the site of the coronation of seven Anglo-Saxon kings is now located next to the Guildhall (see image below). Plans are being developed to relocate this to the All Saints Church. Kingston upon Thames belonged to the king in Saxon times and was the earliest royal borough. Due to this rich history the town is incredibly important for buried archaeology and sites in the past have revealed deposits from all periods including prehistoric and medieval burial grounds.

Kingston Market Place is the original historic core of the town centre. The area is protected by the Kingston Old Town Conservation Area. This conservation area was designated in 1971 and protects the Saxon heart of Kingston including All Saints Church, the medieval Market Place and the 19th century Market House. The Market Place, narrow passageways and irregularly shaped spaces

contain an impressive range of good quality vernacular architecture dating from the 15th century, making it one of the best preserved medieval street patterns in outer London.

Fairfield (Knights Park) Conservation Area was designated in 1985 and protects houses dating from the 1820s-1900 and the recreational open space. The view and skyline across Fairfield Recreation Ground towards the town centre with attractive 19th century houses in the foreground will be important to protect. New development in the town centre should take this varied skyline into consideration.

The Eden Quarter is bordered by both of these conservation areas and contains within it some attractive Edwardian Civic buildings including the former Post Office, museum and library as well as the later County Court. Generally these historic buildings within the Eden Quarter are in a poor state of repair or their setting does not reflect their special character. There is a real opportunity in the Eden Quarter to repair these buildings and improve their setting with new public realm and complementary uses.



Heritage assets within the Eden Quarter

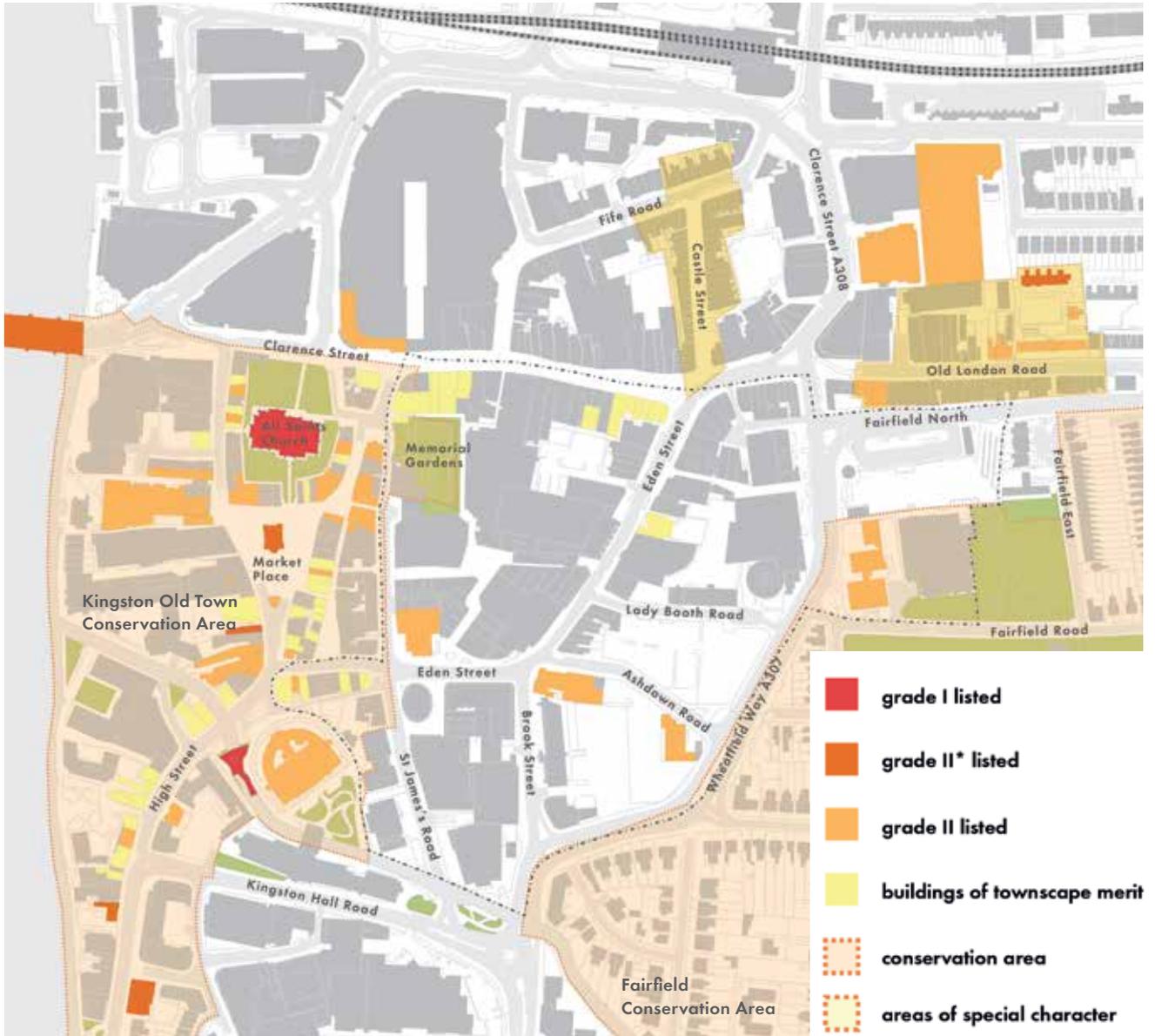


Figure 29: Listed buildings and conservation areas

## Character areas

Kingston Town Centre has a distinct set of character areas, reflecting a wider range of both urban and architectural forms. The Eden Quarter is where many of these character areas intersect. Together with a number of vacant areas of land this gives the Eden Quarter a somewhat fragmented character.

Other successful character areas form the immediate context for the Eden Quarter and currently function well as quarters within the town centre. The Eden Quarter offers significant potential to improve the links and

connections around the town centre, and provide new and distinct areas of character.

The following analysis provides a breakdown of the different character areas within Kingston Town Centre. These character areas represent the current state of the environment and builds on work done in the K+20 and provides an up to date assessment of character.

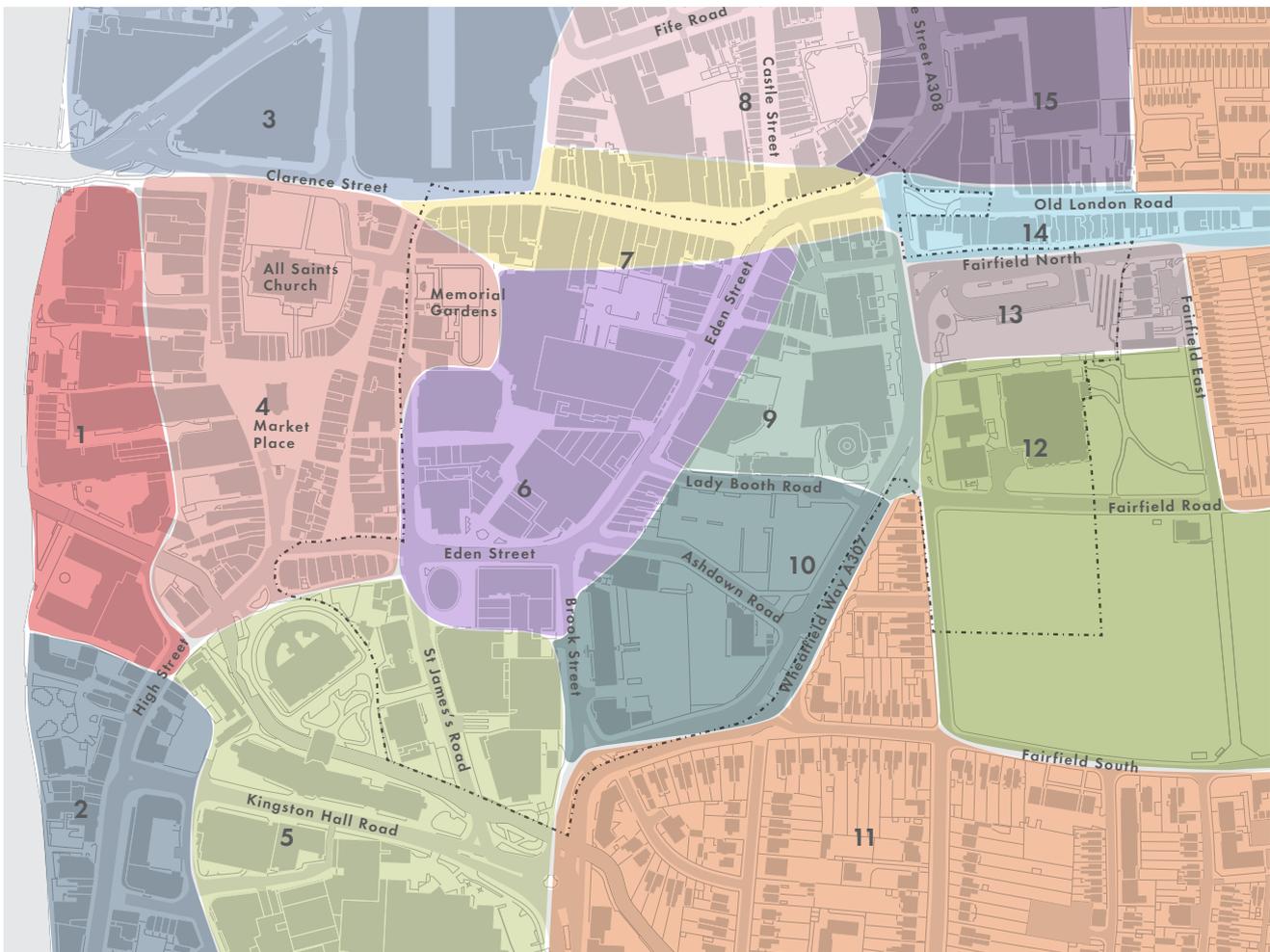


Figure 30: character areas

# 1

## The Riverside

This area is characterised by views of the river and modern developments of apartments. The Rose Theatre, bars and restaurants in this area ensure the riverside is busy during the day and into the evening.



# 2

## Historic Riverside

Buildings along the riverside have a finer grain, with many attractive historic public houses and restaurants. Buildings face the High Street although the pedestrianised river walk continues adjacent to the Thames.



# 3

## Department stores

The large floor plates of John Lewis and the Bentalls Shopping Centre dominate the western end of Clarence Street and provide a significant draw for shoppers in Kingston.



# 4

## Market Place

The Market Place and the surrounding lanes including the Apple Market are the historic centre of Kingston. There has been significant investment in the square with new hard landscaping and innovative new market stalls.



# 5

## Civic and college

This area is characterised by large civic buildings including the Crown Court, the Police Station, Council offices and also the College buildings on Kingston Hall Road.



# 6

## Eden Walk

This area is dominated by the bulk of the Eden Walk Shopping Centre. The northern end of Eden Street operates successfully but there is less activity beyond Lady Booth Road. The road is also a busy bus route.



**7 Clarence Street**  
 This is the primary retail street in Kingston, forming the spine between the department stores, the Market Place and the Eden Quarter. Activity drops towards the eastern end of the street.



**8 Castle Street / Fife Road**  
 This area contains many independent shops and cafes and feels busy and bustling. Recent public realm improvements have created streets which are well used with cafe seating providing activity.



**9 Adams Walk Mall**  
 This character area provides an important pedestrian route towards the east of Kingston. The area provides important functions for the town centre, with hotels and cheaper shopping options.



**10 Old Post Office Site**  
 These sites provide surface car parking for the town centre and includes low quality office buildings and streetscape. Two attractive listed Edwardian buildings currently sit vacant on Ashdown Road.



**11 Low rise residential**  
 An attractive residential neighbourhood, much of which is protected by the Fairfield Conservation Area. Some of these homes are designated as buildings of townscape merit (see figure 29)



# 12

## Fairfield

This area is characterised by Fairfield Recreation Ground and the attractive Edwardian library and Museum. Kingston Leisure Centre is located just to the north of the recreation ground.



# 13

## Cattle Market

The old cattle market is an area of asphalt used for car parking and the Monday Market. Currently the site does not act as a strong gateway for the town centre. There is an underground car park and bus stops on the edge of the site.



# 14

## Old London Road

Best known for its telephone box sculpture, London Road is an independent shopping street with a good range of specialist stores. The Kingston one way system separates the street from the town centre.



# 15

## Rotunda and train station

This area is characterised by bulkier buildings and the wide road of the Kingston one way system. The area is lively in the evening with the Rotunda complex and many bars and nightclubs.



## Land uses

The Eden Quarter is part of Kingston Town Centre and forms an important part of its retail offer. The Eden Walk Shopping Centre and part of Clarence Street fall within the study area and are part of the primary shopping area, providing larger retail units for a range of well known brands. The Northern End of Eden Street also has a strong retail offer with Primark and Heals. The Market Place and adjacent lanes, the Bentalls Centre and John Lewis form the immediate boundary to the north west of the study area. These are the higher end and higher quality shopping destinations in the town centre. The Eden Quarter holds the opportunity to extend this higher-end shopping area.

Other retail in the Eden Quarter is more secondary, with independent shops, boutiques and food outlets. Adams Walk Mall provides value retail with shops such as 99p stores and Lidl.

The southern part of the Eden Quarter is more mixed in land use with a cluster of relatively poor quality slab office blocks, civic

and community uses including the Guildhall, open space and multi-storey and surface car parking. Kingston College is located to the south, just out of the study area.

Towards the north east of the Eden Quarter, surface car parking dominates the western side of Wheatfield Way. These sites hold the potential to re-provide higher-end office accommodation, new homes and retail and leisure uses.

To the east of Wheatfield Way attractive houses face the road. These homes mark the edge of residential Kingston. Fairfield Recreation Ground provides significant open space close to the town centre but there is scope to improve access to it and the quality of its offer.

To the east of Wheatfield Way is a cluster of cultural, leisure and community uses. However, pedestrian links from the town centre to the museum, leisure centre and library are poor.



Land uses within the Eden Quarter



Figure 31: Ground floor land uses in Kingston Town Centre

## Building heights

Kingston Town Centre has a variety of building heights. The historic core of the town centre is low rise and buildings around the lanes and Market Place are predominantly two to three storeys. Newer developments along the riverside are taller, with some buildings reaching eight storeys. Any new buildings must take the sensitivity of the historic core of the town centre into account.

To the north of the study area is Clarence Street which is slightly bulkier in scale with most buildings rising to three or four storeys. The Bentalls Centre is the largest building in this area at approximately six storeys. Eden Street also has a similar grain and height to Clarence Street, particularly towards its northern end.

The Eden Walk Shopping Centre is formed of two distinct building elements. Most of the centre is relatively low in scale, typically two

storeys with parking at the rear, although the shopping centre has a large and bulky floor plate. However, above this is located a large multi-storey car park and offices. The lack of detail to the building's facade towards the southern end of Eden Street increases the sense of the building's bulk.

A number of taller buildings currently sit in the southern part of the site including the Unilever offices and Kingston College buildings. Combined House, on Wheatfield Way is one of the tallest buildings in the study area, reaching ten storeys. The two listed buildings on Ashdown Road are relatively modest in scale but have a robust character.



**The Eden Quarter has a number of taller buildings within the area but the older fabric of the town centre is all two to four storeys in height**



Figure 32 : Building heights in Kingston Town Centre

## Views and landmarks

Kingston has a number of views which have been identified as important. These are detailed on figure 33. Some of these views have a bearing on the potential for development in the Eden Quarter. There are also a number of key views that could be enhanced by new development. All Saints Church is an important historic building and a significant local landmark. The church tower should not be concealed by new development in the foreground and the tower's silhouette should not be obscured by new development in the background. This is of particular importance from view 1, 4, 5 and 7.

At a more local scale the Market House in Market Place provides a landmark for views looking into and across Market Place. The setting of this building has recently been significantly enhanced with investment in the public realm and market stalls (views 2,3 and 4). The view towards the buildings on the west side of Market Place (view 3) has an attractive roofscape which should be protected. Any new development in the background of this view should complement the fine grain and scale of the foreground.

Long views of the town centre are also important, most notably from Kingston

Bridge (view 1) and from Fairfield Recreation Ground (view 6). Views from further outside of the town centre including from Richmond Park and Hampton Court should also be taken into account. There may be potential for taller buildings within the town centre that complement the church tower and other smaller buildings, to provide a richer and more subtle roofscape.

Figure 33 also highlights a number of views in the town centre which could be significantly improved by new development and public realm enhancement in the Eden Quarter. Eden Street has a number of longer vistas (potential 1, 3 and 4) which have significant potential to be enhanced by improving the setting of listed buildings, improving the public realm and movement networks and with new development blocks. View 4 is an important view as it helps link Old London Road and the east of Kingston with the core of the town centre.

The view across Memorial Gardens (potential 2) also has significant potential to be improved with new development in the background and public realm enhancement in the foreground.



The view from Kingston Bridge across to the town centre (view 1)



Views to All Saints Church from across the town centre should be protected



The view into the Market Place from the south (view 4)



Views across the west side of Market Place (view 3)



There is an attractive view of All Saints Church from St James's Street (view 5)



The view from Fairfield Recreation Ground (view 6)

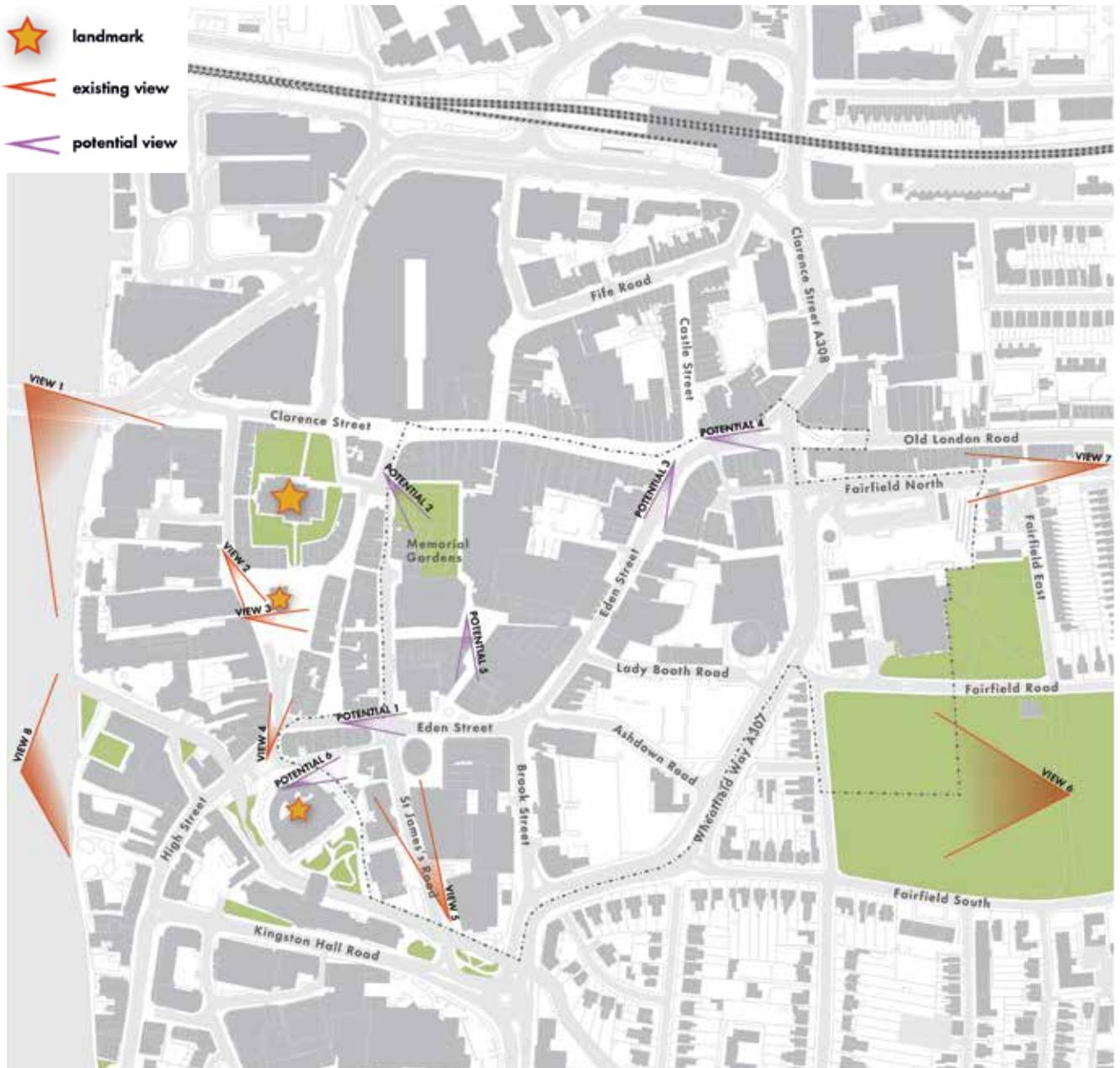


Figure 33: Views and landmarks in Kingston town centre

- View 1: Kingston Bridge
- View 2: North West Approach to the Market Place
- View 3: West Side of the Market Place
- View 4: South Approach to Market Place
- View 5: St James's Road
- View 6: Fairfield Recreation Ground
- View 7: Fairfield north
- View 8: Important views from outside of the town centre from the neighbouring Borough of Richmond Upon Thames.

- Potential 1: From Apple Market to Eden Street
- Potential 2: Memorial Gardens
- Potential 3: Eden Street
- Potential 4: London Road junction
- Potential 5: View to Eden Square
- Potential 6: View to Eden Square

# MOVEMENT CONTEXT

## Pedestrian environment

Kingston Town Centre has an unusual street pattern, partly because of its medieval origins. Important routes into the town centre for pedestrians include from the west across the Thames, from the north along Richmond Road, from the east along Old London Road and from the south along Penrhyn Road and High Street. Many of these routes are dominated by vehicular movements and the road environment for pedestrians should be improved.

Figure 34 illustrates the structure of major pedestrian routes within the town centre. Clarence Street forms the major east west route. Other major routes run north and south of this through the market, along Eden Street and towards the train station. A number of these routes pass through pedestrianised spaces, many of which have been recently upgraded around the Market Place. Other routes, such as along Eden Street, towards the station and along Wheatfield Way need improving with an upgraded and unified public realm treatment.

A sequence of minor routes, generally running east to west, link with the major routes. These minor routes run through alleyways, passages, internal malls and along narrower roads. One aspiration for the Eden Quarter should be to seek to strengthen a number of these east west routes to improve circuits and routes around the town centre.

There are a number of green spaces within the town centre, all of which are under-used and could better meet the needs of those who live, work and shop in the town centre. Although the spaces around All Saints Church and Memorial Gardens are consecrated ground they provide important opportunities for attractive green space in the very centre of the town. More opportunities for seating and routes through these spaces should be explored. The Fairfield Recreation Ground is less than a 10 minute walk from the centre of town. The route to the recreation ground needs to be improved as well as its facilities.



Some areas of Kingston Town Centre are dominated by pedestrian movement and act as key routes through the town centre

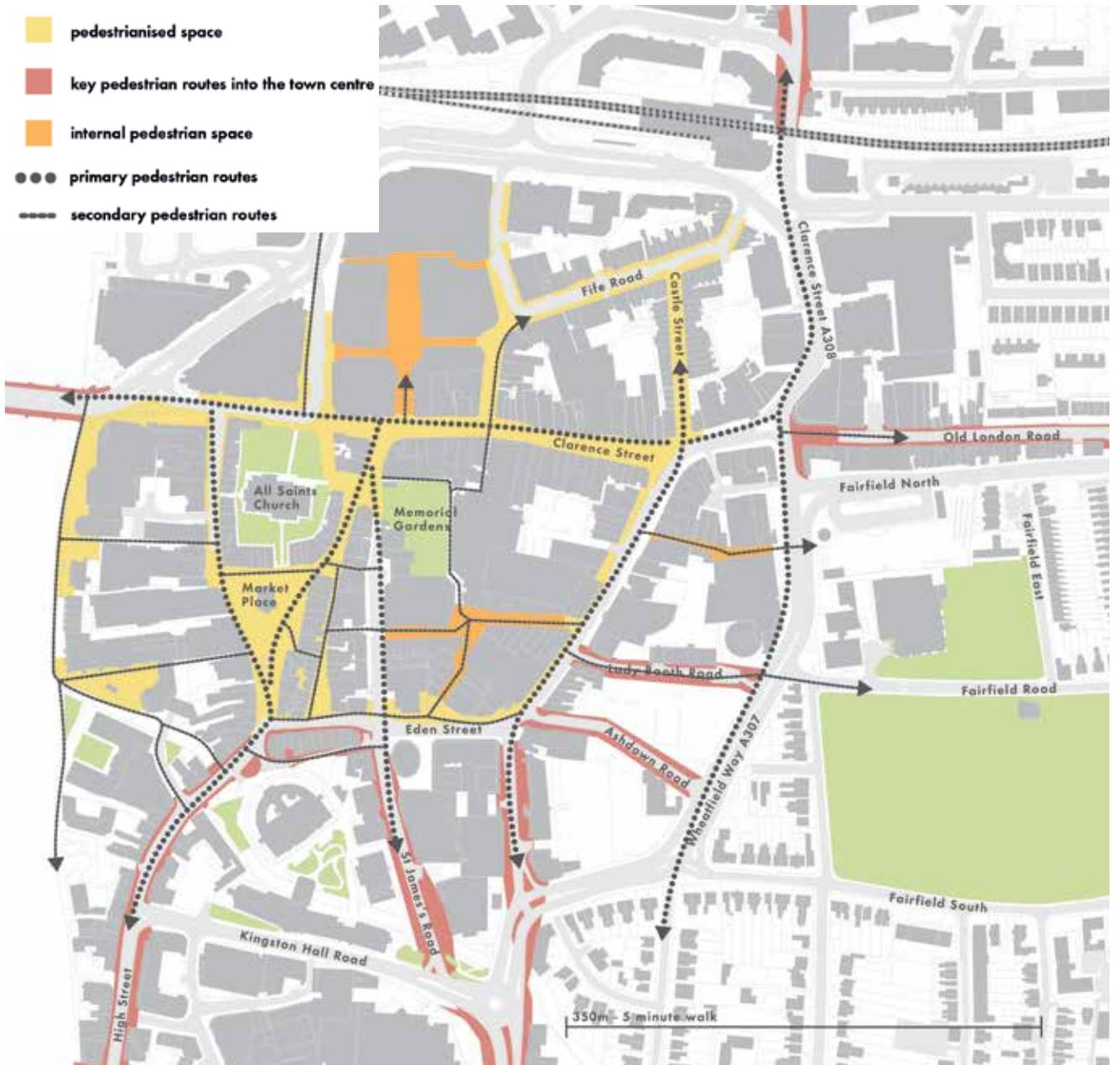


Figure 34: Pedestrian movement in Kingston Town Centre

## Cycle

Cycling is popular in Kingston Town Centre and the exciting investment that will come with the mini-Holland proposals will see the implementation of routes that will provide good connections between the town centre and the surrounding area. The topography around the Eden Quarter is reasonably flat and therefore is potentially conducive to cycling. Approximately 90,000 people live within 2.5 kilometers of the town centre and are therefore within a 10 minute journey time by bike.

Dedicated cycle routes from the west over Kingston Bridge and those from the north via Richmond Road continue towards the rail station with a controlled crossing across the current gyratory in Wood Street providing access via a contra-flow cycle lane to the northern end of the town centre.

Dedicated cycle routes from the east of the town centre terminate prior to reaching the current traffic gyratory. Dedicated and segregated cycle lanes are provided along

the A240 from the south, which terminate in St James's Road on the southern edge of the Eden Quarter.

Within the Eden Quarter itself, current and proposed routes for cyclists are discontinuous. Specifically, there are no facilities for cyclists in the key north/south routes along Eden Street and Wheatfield Way. The mini-Holland proposals will introduce improved north/south routes along the edge of the River Thames and along Wheatfield Way. However there are no specific links proposed between these routes and the rest of the Eden Quarter.

There are also prohibitions on cycling along Clarence Street which is a key east/west route linking Kingston Bridge with other parts of the town centre.



Kingston Town Centre has a number of excellent cycle routes and cycle parking provision in the town centre

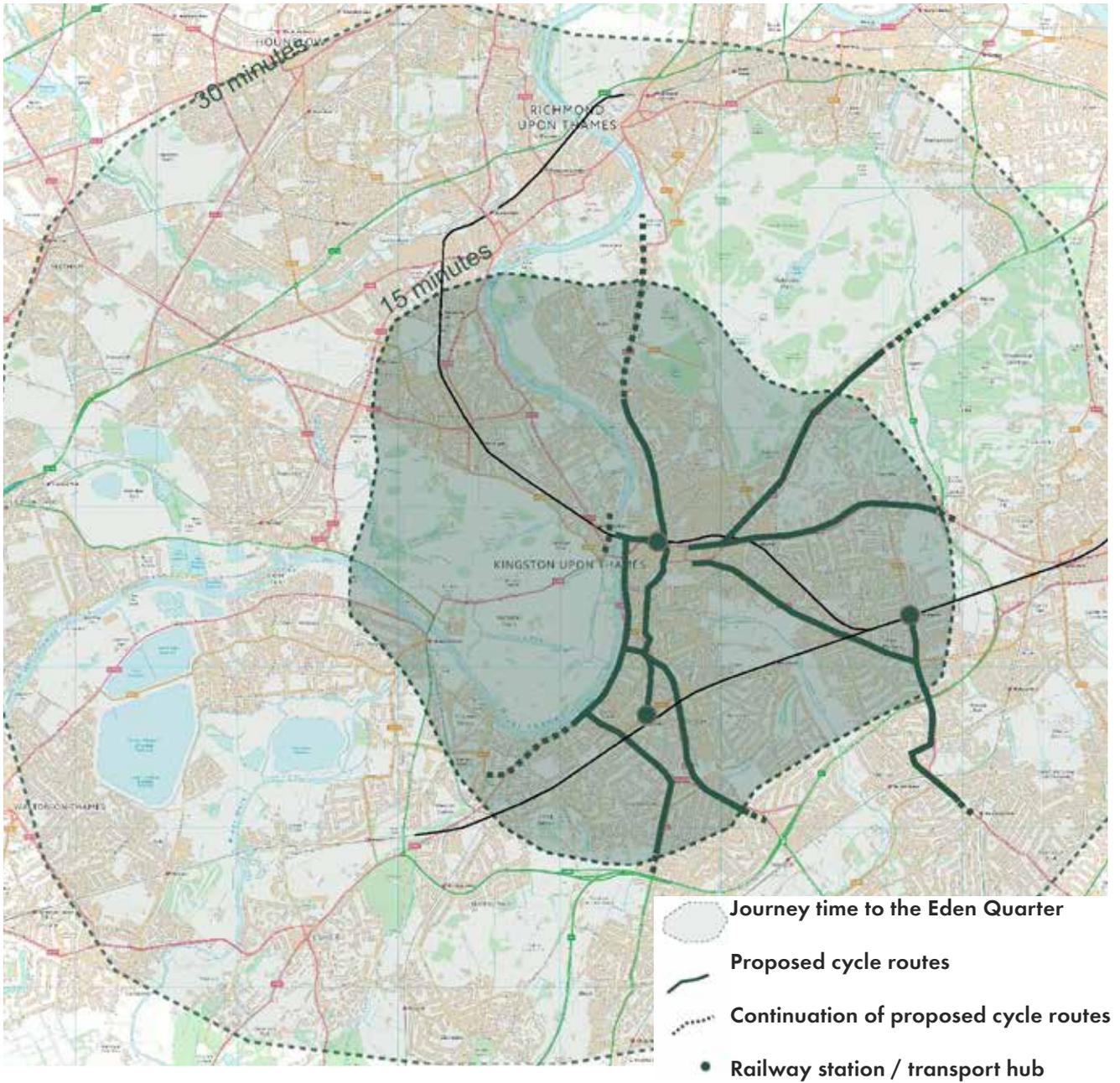


Figure 35: Cycling connections to Kingston Town Centre

## Bus

Travel by bus into Kingston and, in particular, the Eden Quarter is a very significant modal choice. Most routes through and into the town centre stop in Eden Street making it a very busy street for buses. Bus stops in Eden Street and Clarence Street are the busiest in the town. Whilst these stops are conveniently located, the combination of the number of buses and passengers wishing to alight and board results in Eden Street and, to a lesser degree, Clarence Street being congested. This results in very crowded pavements at bus stops, especially at peak times, and road safety issues as pedestrians cross the road between moving buses.

Most bus routes are also required to utilise the gyratory road system resulting in longer routes and journey times. The two bus stations in Kingston are located on the gyratory road system and consequently all

buses pass or stop at one of them.

The bus station at Fairfield is used by buses on routes to and from the east of the town centre. These are served by a single stop with the majority of the bus station being used as a stopover facility providing layover space for buses to wait between trips whilst drivers take breaks. A stop is also provided adjacent to Fairfield for alighting only.

The bus station at Cromwell Road provides stops for most of the routes into and out of the town centre. It is reasonably close to the railway station and therefore serves as an interchange between the two modes of transport. Both bus stations are somewhat cut off from the town centre by being to the east of the gyratory system.

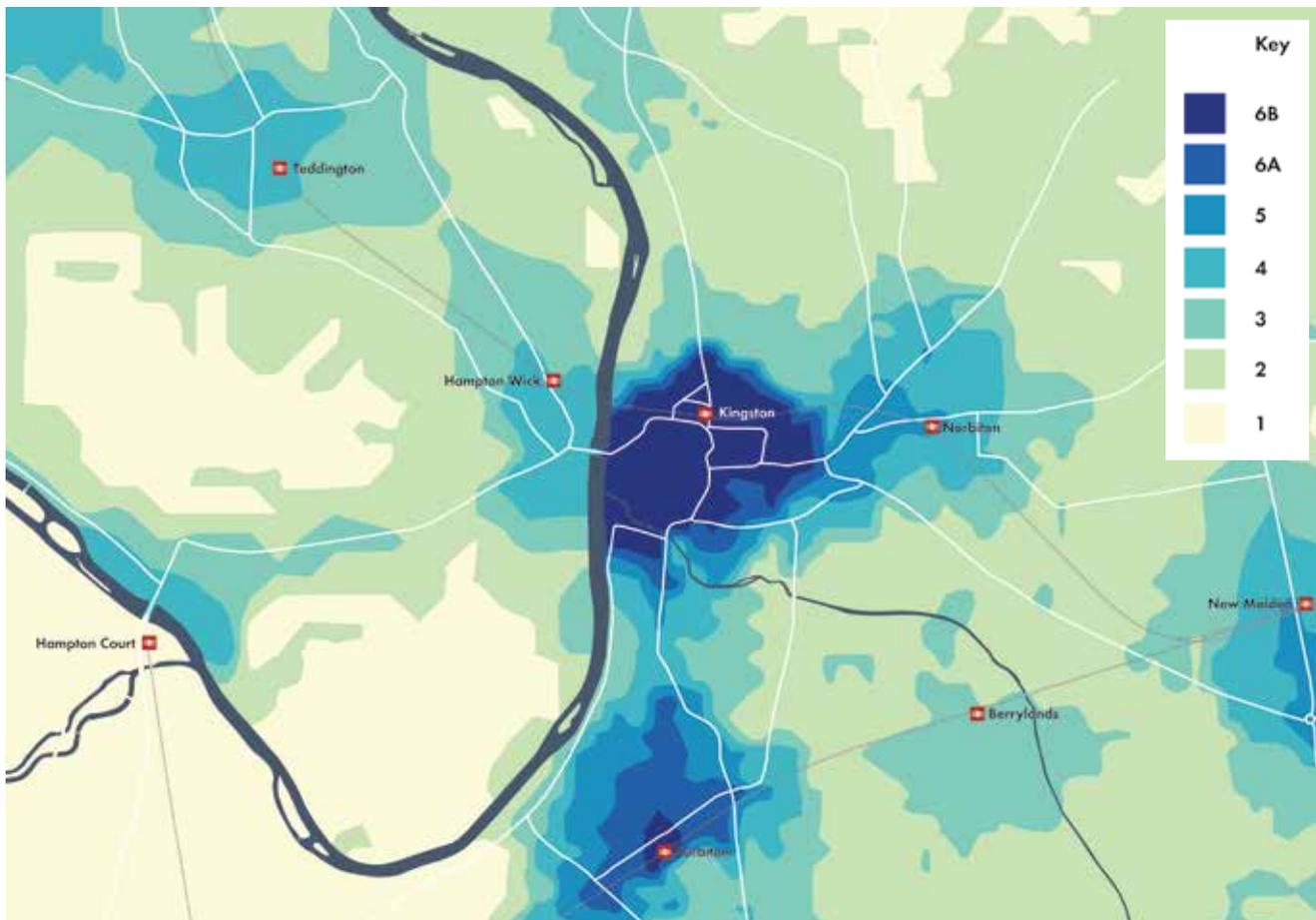


Figure 36: Kingston Town Centre has the highest PTAL rating (6B)

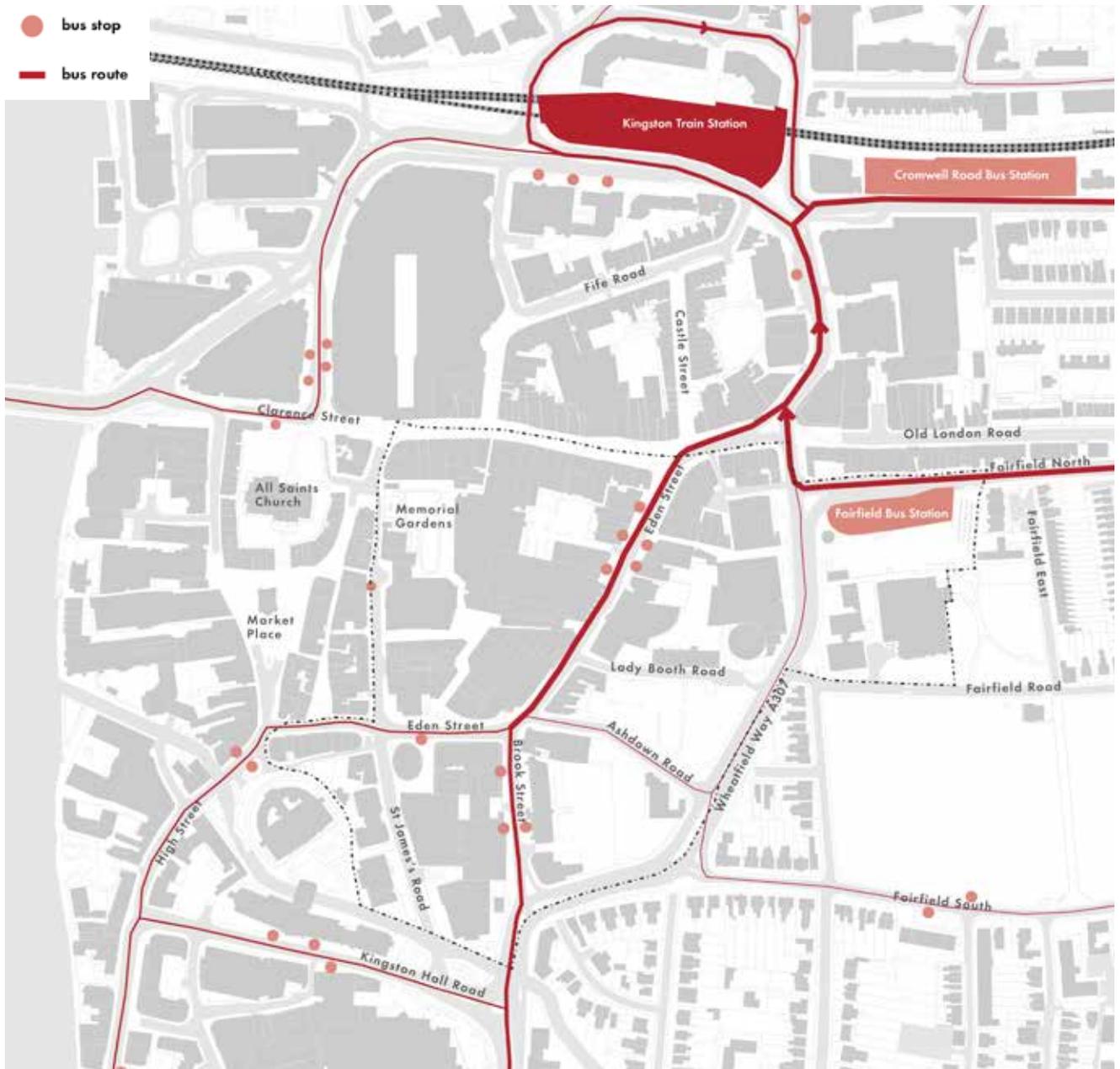


Figure 37: Bus movement in Kingston Town Centre  
 Please note that the thickness of the red line refers to the bus frequency of the bus route

## **Motor vehicle**

Most traffic movements into, out of and through Kingston Town Centre use the gyratory which forms the northern edge of the Eden Quarter and comprises Sopwith Way, Cromwell Road, Queen Elizabeth Road, Fairfield and Wood Street. This, together with Wheatfield Way on the eastern side of the Eden Quarter, leads to a traffic dominated environment which has the effect of creating severance between the different parts of the town centre. Car parking is located at various points around and within the town centre and therefore, as all drivers need to use at least one circuit of the gyratory, utilisation of car parking is not necessarily related to the direction of journeys into the town.

The most significant traffic movements through the town are between Kingston Bridge to the west of the town centre and destinations to the south of the town centre. These represent approximately two thirds of all traffic movements.

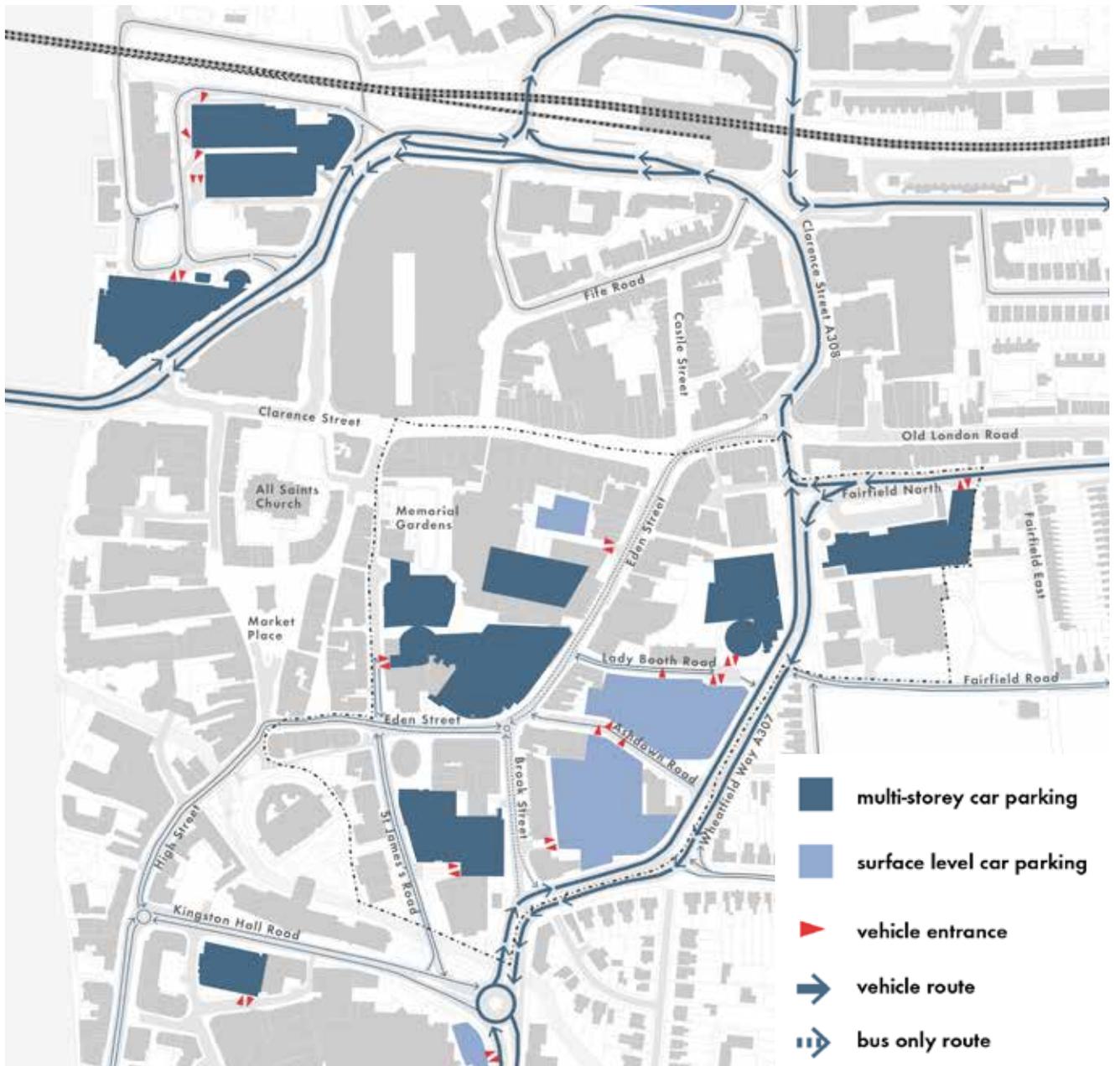


Figure 38: Motor vehicle movement in Kingston Town Centre





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