1. Introduction
2. Vision: the future place
3. Area context
4. Existing site context
5. Form of development
6. The role of the private sector
1. Introduction
The redevelopment of the Cocks Crescent site is one of the Council's strategic regeneration priorities. The Council is seeking a Development Partner with a shared vision to take forward and deliver a high quality residential and leisure led scheme. The Council will enter into a development agreement with the identified partner to deliver the scheme. The development partner will be responsible for securing funding, and work with the Council in developing an agreed masterplan, planning application(s), and bringing the scheme forward for construction in a timely manner.

Any planning application on the site must comply with the key overarching principles set out in the SPD and align with the co-design principles. Primary amongst these is the delivery of a new, council-owned community sport and wellbeing hub including a 25 metre swimming pool, alongside new and improved public realm and new private and affordable homes.

The site at Cocks Crescent presents a fantastic potential to create a new heart in a thriving town centre. The opportunity exists for a developer with a creative and collaborative approach to placemaking to partner with the Council to realise this ambition.
2. Vision: the future place

Cocks Crescent Co-Design

Deliver a new community hub including a 25-metre swimming pool

No net loss of open space

Provision of a new town square

High-quality design that creates a sense of place, responds to local character and promotes safety

Health and well-being will underpin the regeneration of the site

High priority will be given to the community’s aspirations

Sustainable methods of transport will be promoted

Ensure local needs such as schools and healthcare are met

High quality, new affordable homes

Overarching Principles for the Cocks Crescent Site

Key Objectives for the Cocks Crescent Site

A hub with a new town square and community and leisure facilities

Enhancing pedestrian and cycle access and reconnecting the site to its surroundings

Improving the public realm and Blagdon Road Open Space

A vibrant place and destination people want to go to

COMMUNITY FOCUSED

OPEN SPACE

A NEW TOWN SQUARE
The Vision

The vision for the Cocks Crescent area has been developed through a comprehensive process of analysis, assessment and engagement. The vision has been established having regard to the existing planning policy context. It reflects the priorities set out in Cocks Crescent SPD and responds to feedback given through direct engagement in relation to the co-design process.

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

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

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

1. Deliver a new leisure and community hub and enabling infrastructure and maximise community benefits/rewards from the scheme:
   a) Limit disruption to the operation of existing leisure services provided on the site during the works.

2. Deliver the design objectives established by the Co-design process.

3. Limit the Council’s financial exposure / risk associated with the Cock’s Crescent site.

4. Maximise the opportunity to provide affordable housing

Whilst the planning framework and co-design masterplan supports the provision of residential units on the site, the Council does not have a firm view on the suitable numbers for each potential phase. It will expect developers to look positively at opportunities to create a new residential/leisure quarter which will benefit from the provision of new facilities in New Malden. There is also the potential to benefit from the highly attractive aspects across new public realm and the improved Blagdon park as well as wider view across the borough.
3. Area Context
Introduction

The mix of attractive residential areas, large areas of green space, high quality retail, cultural and education facilities, proximity to the Thames riverside and accessibility to central London and the Surrey countryside make the borough a popular place to live, work and study.

Cocks Crescent is one of a number of regeneration sites identified for development by the Council. With a number of major sites in Kingston Town Centre as well as the estate regeneration proposals for the Cambridge Road Estate in Norbiton and a programme of small sites for development across the Borough, Kingston Council is establishing itself as a serious enabler of development opportunities in South West London. Further public sector investment in public realm and transport projects such as Go Cycle has helped to make significant improvements across the Borough. These investments are being matched by the private sector with major developments in New Malden and Kingston Town Centre. The map on the following page shows the key development projects in the Borough and sets the context for future proposals.
Borough Wide Public and Private Projects

Key

- Station
- Town Centre
- Cocks Crescent (Site)
- District Boundary
- Industrial Area
- Roads
- Railway
- Major Development Sites
- Regeneration Sites
- Public Realm and Highways

1. Edens Quarter, Ashdown Road
2. Cattle Market
3. Cambridge Road Estate
4. Cocks Crescent
5. The Guildhall

A. Worcester Park Tavern
B. 4-5 Manorage Road
C. Tolworth Tower
D. Arrow Plastic, 85 Hampton Road
E. Farnham Football Club At BBC Sports Ground
F. 226-255 Kingston Road
G. Kingston Athletics Centre
H. Shrewsbury House School
I. Site of Service Station, Coombe Road
J. 16-18 Richmond Road & 2 Canterbury Park Road
K. Court Royal and Red Roofs
L. 4-8 Crescent Road
M. Kings College Sports Ground
N. 15 Lime Grove
O. 14-25 Leatherhead Road
P. Burlington Road Retail Park
Q. 2a Eden Street (Next To Guildhall 1)
R. Camber Street Car Park
S. 13-43 Richmond Road
T. Regents Wing and Pains and Diabetes Building (Kingston Hospital)
U. 5-29 Coombe Road

Transport Projects

- New Go Cycle Network

12
Kingston upon Thames is often referred to as a ‘green and leafy’ suburb of Greater London, it consists of over a third of open land and benefits from a variety of green spaces. The Borough is also fortunate to be close to large open spaces in neighbouring boroughs such as Richmond Park, Wimbledon Common, Hampton Court and Bushy Park. Over a third of the Borough is open space, with large areas designated as Metropolitan Open Land and Green Belt. There are also a number of sites of importance for nature conservation and local nature reserves which are mainly fragments of spontaneous semi-natural vegetation and each site presents a set of particular features that gives Kingston a mosaic of habitats. This map highlights the green spaces around the borough.
Planning Policy

Planning policy documents of particular relevance to the site includes:

- The London Mayor's Draft London Plan (2020);
- RB Kingston upon Thames Core Strategy DPD (2012);
- RB Kingston upon Thames Cocks Crescent SPD (2017);
- The Government's National Planning Policy Framework (2019);
- The Government’s Planning Practice Guidance;

(This list is not exhaustive)

The site currently contains a mix of residential, retail and commercial uses, a leisure / sports complex, public open spaces, children’s play areas, a multi-storey car park, and surface car parking spaces. Despite the site’s central location at the heart of New Malden, the site as a whole is considered to be underutilised, pedestrian permeability across the site is limited, existing public realm and streetscape quality is also poor.

The council’s Core Strategy currently identifies Cocks Crescent (and nearby station area) as a potential location for redevelopment to enhance the vitality of New Malden town centre. New Malden is currently designated as a District Centre.

Since 2015, the council has been working with the community to develop a vision for the Cocks Crescent site. Following a two-stage engagement process, the Cocks Crescent SPD was produced and adopted by the council in 2017.

The SPD has been developed with significant community input and sets out a shared vision for the future redevelopment of the site. The SPD document sets out a shared vision for the regeneration of the area, and identified a number overarching principles and strategies development proposals should align with to help realise the vision. The shared vision set out by the SPD document is to transform the Cocks Crescent site into a vibrant, mixed-use development, in a way that responds to the aspirations of the local community and the needs of the wider borough.

All development proposals for the site is expected to draw on the significant information gathered to date.
Any application for planning permission will be determined in accordance with the development plan, unless material considerations indicate otherwise. At present, the development plan for the site consists of:

- the London Mayor’s London Plan (currently in draft); and
- the borough’s Core Strategy DPD (2012)

The policy sections of particular relevance to the Cocks Crescent site are highlighted in Appendix X.

The Council is currently in the process of preparing a new Local Plan. The emerging new Local Plan will support and update existing Core Strategy policies and site allocations. Any applicant should review all relevant plan policies at the time of the planning application.

**Maldens and Coombe Community Plan**

The Maldens & Coombe Community Plan (2016) seeks to actively engage with and empower the Malden & Coombe local communities to define priorities and issues and identify solutions that the Council, our partners and local communities can work together to deliver. There is a new community plan currently in development. Any development in the New Malden area will need to be aware of and show how it is responding to this once finalised.

**Design Guidance**

Outside of national, strategic and local policies, there is also an abundance of best practice documents which outline principles, design codes, rule of thumbs and other best-practice design guidelines which set an ever-improving set of norms often good to be incorporated into new developments, aspiring to achieve excellent design quality. A selection of sources for reference has been included in Appendix X.
Urban Context

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

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

This area contains the core of the retail centre which grew following the arrival of the station. Development began at its northern end as small units adjacent to what was then known as Coombe and Malden Station. The High Street extended over Norbiton Common, south to the open fields of Malden. By the end of the 19th century, semi detached villas occupied plots at the southern end of the High Street and a drinking fountain was located where the roundabout is today.

Around the 1960’s, allotments south of Blagdon Road began to be developed as the Cocks Crescent area, which today contains buildings of a variety of scale and massing ranging from the low rise Malden Centre to the twelve storey New Malden House. The area is fragmented, and dominated by vehicles.
4. Existing Site
In the past, development has taken place as a series of separate and individual developments which has resulted in a low quality, piecemeal built form without a cohesive character. The context to the site is defined by New Malden House (a 12 storey office to residential conversion), the 7-storey multi storey car park building, 2 to 4 storey properties along the High Street, and 2 storey terraced residential development which surrounds the majority of the site. This results in a form of development which reduces in height and intensity from the west to the east.

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

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

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

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

The SPD site area is approximately 5.6 hectares as shown on the site plan on the following page.
The Cocks Crescent site

1. View from Blagdon Road, towards the Malden Centre
2. View from Blagdon Road, looking onto Blagdon Road Open Space
3. View of Multi-storey car park
4. View from the top of Blagdon Road
5. View from Burlington Road
6. View from the High Street
In the past, development has taken place as a series of separate and individual developments which has resulted in a low quality, piecemeal built form without a cohesive character. The context to the site is defined by New Malden House (a 10 storey office block with consent for a 12 storey residential conversion), the 7-storey multi storey car park building, 2 to 4 storey properties along the High Street, and 2 storey terraced residential development which surrounds the majority of the site. This results in a form of development which reduces in height and intensity from the west to the east. New Malden House is the tallest building on the site and the multi storey car park at 23-37 Blagdon Road is approximately half the height. The housing development completed on the Sun Gate House site has a maximum building height of 5 storeys. It comprises 10 townhouses plus an apartment block. The Malden Centre, Hobkirk House and the Noble Centre are located further east and are scaled in a way which is more consistent with the surrounding residential development. The Malden Centre comprises two levels and Hobkirk House and the Noble Centre range in height from 1 to 3 storeys. With the exception of new build housing on the Sun Gate House site, the existing development has a dated and poorly maintained appearance that does not contribute positively to the streetscene. The structures themselves are ageing and generally in need of replacement. The multi-storey car park is in need of major refurbishment. Hobkirk House and the Noble Centre, which were formerly in community use, have been assessed as being no longer fit for purpose and are therefore vacant (or in the process of being vacated). The Malden Centre will eventually need to be replaced or substantially refurbished if it is to continue to be fit for modern requirements. The buildings within the SPD boundary that front the High Street, particularly the Post Office and the parade of buildings to the south, are of similar quality to the nearby the Buildings of Townscape Merit (BTM) and form a characterful group. Edwardian and interwar housing which borders the SPD area is generally of a high quality. Overall, the site's context has a strong, cohesive character and forms much of the local neighbourhood's distinctiveness.

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Please Note: ‘Storey' heights are inclusive of ground floor.
Multi-Storey Car Park
7 Storeys (+3 consented)

High Street
2-4 Storeys

New Malden High Street
12 Storeys

Surface Car Park

Sun Gate House
2-5 Storeys

Blagdon Road
Open Space

Park House
4 Storeys

New Malden
High Street

A
Section
Line

A

Terrace Housing
2 Storeys
History of Site

The New Malden we know today was established when the railway arrived in December 1846 on the main line from London Waterloo. In the 1870s New Malden’s built form was concentrated around the train station, with the Cocks Crescent site remaining undeveloped. It was in the 1890s Norbiton Pottery began operation on the site with subsequent housing being built along New Malden High Street and the newly formed Burlington Road. At this time a Cricket Ground was also located on site, the first recreational use of the Cocks Crescent site. In 1913 Burlington Junior school opened and housing was built on Blagdon road for the first time. During the 1930s the pottery pit expanded to the west and there was densification of housing that included the infilling of previously undeveloped land. In 1952 the pottery pit was briefly converted into a pond. Around the same time a centre for the handicapped and an Adult Training Centre was built where the sports ground used to be located.

The land that is to become the Cocks Crescent site underwent the most change in the period between 1966-90. During this time all the Pottery buildings are removed and the land it previously occupied became public open space (Blagdon Road Open Space). Development starts to then spring up in all areas of the site. In the north east the Hobkirk and Noble centres are built, in the south residential development on Caro Place is constructed, and in the North the Blagdon Road multi storey car park and The Malden Centre was opened. Apart from the demolition of the Adult Training and Handicapped centres, the site and surrounding area remains largely the same as it was in 1990.
Cocks Crescent is a major regeneration opportunity with potential to transform the surrounding area. The SPD site area is approximately 5.6 hectares of which approximately 4 hectares is in the Council’s ownership.

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

Currently the site contains a mix of leisure, community, commercial, residential, retail and parking uses, as well as open space. The site as a whole is underutilised. The delivery of new uses and activity has considerable potential to enhance the vitality and viability of the wider town centre. The site comprises an area of adopted highway known as Cocks Crescent as well as a number of discrete land parcels summarised on the plan on the following page. The redevelopment is mainly focussed on this publicly owned land. Acquisitions associated with the development are shown in Appendix X.
Local Development Proposals

5-29 Coombe Road, New Malden, KT34PX
Planning Ref: 17/14178/FUL
Status: Application granted 30/07/19
Distance from Cocks Crescent site: 0.4 miles/0.6km.
Homes: Total of 83 units (81 flats and 2 No 2 Storey houses).
Non-residential uses: 679sqm of retail space and 331sqm for ground floor office space.
PTAL: 3
Car parking provision: 42 Basement parking spaces.

120 (The Fountain) Malden Road, New Malden, KT3 6DD
Planning Ref: 17/15272/FUL
Status: Approved 05/09/18
Distance from Cocks Crescent site: 0.2 miles/0.3km
Homes: 45 residential dwellings
Non-residential uses: Public House (214 sqm)
PTAL: 4
Car parking provision: 17 car parking spaces, 84 residential cycle spaces, and 20 commercial cycle spaces.
5. Form of Development

Constraints

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

Potential location for Public Square
Opportunity for Active Ground Floor Uses
Improve Permeability
Extend Ground Floor Active Frontage
(Retail, Commercial)
Improve Open Space
This indicative sketch shows how the town square may be populated. Here we have shown a hard landscape, to allow for community gatherings such as open markets and café seating. We have surrounded the square with community and retail facilities such as a bookstore and a well-being centre.

This view is looking from Blagdon Road open space into the pedestrian street leading to the town square. This indicative sketch shows how Blagdon Road open space may be activated. Here we have shown a café facing onto the park and a community gallery looking onto the green. The park is used by children playing football, a couple walking their dog and places for people to sit and relax.
This view is looking from the High Street to the town square, with a direct view leading to Blagdon Road open space.

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

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

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

The park is used by children playing football, a couple walking their dog and places for people to sit and relax.
Placemaking: A Spatial Vision for Cocks Crescent

“Cocks Crescent will be transformed into the new heart of New Malden District Centre. It is a key opportunity site in the heart of New Malden, currently visually disconnected from the high street, tucked away from local residents’ minds. There is an opportunity open it up to new life and complement the existing district centre.

The site will be comprehensively redeveloped in a way that responds to the aspirations of the local community and the needs of the wider Borough. A comprehensive master-planning, creating well-defined human-scale, welcoming and inclusive places of enhanced character while optimising the use of the land. The Council believe a street-based approach, pedestrian-first safe and secure environments will be most successful in delivering high-quality environment. This approach to improving the existing built environment will consider both the form and function of the buildings and the attractiveness and connectivity of the public realm surrounding them. A vibrant, mixed use development will create a new cohesive character for Cocks Crescent and will make a substantial contribution to the vitality, viability and attractiveness of the district centre and high street.

A new wellbeing and health focus will be created at the heart of the development through a new Community Hub with leisure and community facilities for people of all ages and a public square with community and commercial spaces such as cafes.

As well as becoming a new destination for the community and visitors to New Malden, the development will also provide a new residential quarter which responds positively to the character of the local area with much needed high quality homes for single people, couples and families of all ages. The homes will lead the way in terms of quality with a focus on being sustainable with a generous provision of well designed usable outdoor space for residents.

Development will support improvements to the public realm and Blagdon Road Open Space, as well as enhancing pedestrian connections that reconnect the site to its surroundings to ensure the site is accessible and inclusive to all.

The use of high quality materials across the site for both buildings and public realm will help to establish the character of the area. There will be no net loss of and improvements to the quality of open space including new playspace, paving, lighting and trees with a mixture of public spaces for relaxation and activity. Walking and cycling will be the transport modes of choice for new residents who will be able to take advantage of proximity to public transport and the significantly improved local cycle network.”
The following design principles and sub-principles have been informed by the SPD and the extensive co-design process. They set out the Council’s and communities’ aspirations and will be used to guide the proposed redevelopment.

**Design Principles**

1. **Deliver a New Wellbeing Hub including a 25-Metre Swimming Pool**
   - 1.1 New and improved facilities including leisure youth, and adult educational facilities
   - 1.2 Continuity of facility provision whilst building a new wellbeing hub

2. **No Net Loss & Improvements to Open Space**
   - 2.1 Increased quality of green space
   - 2.2 Blagdon Open Space to remain fronting Blagdon Road
   - 2.3 Provision of play space
   - 2.4 Activities to promote health and well-being
   - 2.5 A safe place to relax and be active
   - 2.6 Clear access routes in order to ensure the space is accessible to all
   - 2.7 Clear link between the new square and the green open space

3. **Provision of a New Town Square**
   - 3.1 A vibrant and safe town square
   - 3.2 A mixed-use space
   - 3.3 Pedestrian friendly
   - 3.4 Allow for places to sit
   - 3.5 Accessible to all
   - 3.6 Allow for street markets
   - 3.7 Active frontages to overlook the square
   - 3.8 Minimise wind tunnels
   - 3.9 A sun-lit square

4. **High-Quality Design that Creates a Sense of Place, Responds to Local Character & Promotes Safety**
   - 4.1 Public streets and spaces which are overlooked
   - 4.2 Taller buildings towards the centre and high street
   - 4.3 Lower/medium rise buildings towards the residential ‘edges’ of the site
   - 4.4 Building materials indicative of history and heritage to represent the identity of New Malden (red brick)
   - 4.5 Ensure all car parking is safe to use
   - 4.6 Design to be environmentally friendly
5. HEALTH & WELLBEING UNDERPINNING THE REGENERATION OF THE SITE

5.1 A new and improved health and wellbeing centre
5.2 Pedestrian friendly site
5.3 Accessible and inclusive to all

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

6.1 Health and well-being centre including facilities for young people
6.2 Neighbourhood shops (to complement High Street provision)
6.3 25m swimming pool
6.4 Opportunities for culture and art
6.5 Street markets / events
6.6 Cafés and restaurants
6.7 Youth centre

7. SUSTAINABLE METHODS OF TRANSPORT WILL BE PROMOTED

7.1 Improved access from Burlington Road
7.2 Promote pedestrian friendly site
7.3 Increased connectivity between the High Street and Blagdon Road
7.4 Appropriate parking provision

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

9. HIGH QUALITY, NEW AFFORDABLE HOMES

9.1 Ensure the provision of high quality, affordable houses
9.2 Pedestrian, cyclist and vehicular access
9.3 User friendly and accessible developments

9.4 Design to be environmentally friendly
Highways and Movement

Design Principles for Highways:
The Council will require all proposals to be guided by and fulfil with Health Streets initiatives (link to TfL guidance). The Council is committed to the Healthy Streets approach and see the Cocks Crescent site as being able to deliver in line with and exceed current best practice. The work undertaken to date suggests that the majority of streets and spaces within the site should be pedestrian prioritised streets – where pedestrians feel that they can move freely anywhere and where the drivers should feel they are guest (e.g. Leonard Circus).

Routes and Links
The redevelopment of the Cocks Crescent site has a distinct opportunity to provide new and improved links and connections in the area. Key to these will be those that open up the site with access to the High Street and Burlington Road. This will provide connections to and from facilities on site and the wider district centre and for people wanting to access new leisure and community facilities on site. The way to move through the site should be clear and direct.

Public Transport and Cycling
With much of the site a PTAL level four, and with the opportunity to improve local connections to the site, the area is very well located for access to the public transport network. The Council and TfL have been investing in new cycle networks in the area which provide quicker and safer routes to local destinations and those further afield.
As part of the principle of supporting resident well-being there is the opportunity for new residents to take advantage of these opportunities and form healthy habits about how they chose to move and access the site.

Parking
All parking provision will need to be aligned with the London Plan requirements as they stand at the time of submission for review, and will be subject to review and approval as part of the planning application process. There is a concern from local residents that the negative impact of parking in the local area will increase; “most common concerns were related to the number of access points possibly making current congestion problems worse, and whether there would be sufficient car parking to accommodate both visitors to the leisure centre and residents of the new development”. (Co-design report, pp.92) Any development partner must understand and address this concern.

- Residential: to be London Plan compliant
- Public (including leisure and community uses): to be London Plan compliant
- Other: car parking on the Cocks Crescent site also serves those who want to make use of the wider district centre. This role needs to be considered in the provision of car parking on the site.
Parking Design:
New development must mitigate the potential negative impact of parking on the development and public realm, both in terms of access and movement and on active frontages. The quality of the design of parking areas is also crucial to ensure they are safe and well used.

Electric Vehicles:
Any proposal must fall in line with or exceed current policy requirements to provide electric vehicle charging points within the development.

Accessible parking:
Any proposal must fall in line with or exceed current policy requirements to provide electric vehicle charging points within the development and be designed and located with consideration to their use.

Cycle parking:
• Residential: Cycle parking should be in accordance with the Council’s cycle parking standards and the London Plan.
• Short stay cycle parking: Spaces the location and quality of the design of cycle parking areas is critical to ensure they are safe, secure and well used.

Servicing:
The Council, as highway authority, will execute its role in ensuring that appropriate arrangements for servicing proposed and existing uses on and adjoining the site. The Council will help facilitate acceptable solutions where necessary.

Management and operation of highways and parking:
The Council will expect all highways within the site to be managed by the development partner as part of a site wide management plan. In dialogue with the preferred development partner, the Council will consider how the management of any public car parking will be undertaken, alongside its current operational arrangements.
Existing Access Routes
Proposed Access Routes
Distribution of Development (Uses and Capacity)

The masterplan proposes to create a new route connecting the High Street through to Blagdon Road Open space, and a route through to the south connecting to Burlington Road. These pedestrian streets converge on a new town square which engages leisure, community and commercial buildings around its perimeter. Conveniently located car parking will allow access to the leisure and community uses for those who need it.

The plan also envisages a significant number of new homes over the masterplan providing 300-400 new units with a mixture of private and affordable housing. The scale of the masterplan allows the area to be considered as an extension of the existing conditions around the site including its neighbouring residential context while allowing the opportunity to locate height and density toward the centre. Establishing the public street from the High Street is vital for the delivery of the new Community Hub, promoting footfall and enabling new frontages to be formed. The spatial organisation within Community Hub proposals will need to actively engage with the public street; an entrance to the building located off the new Town Square for example offers opportunity for the Community Hub to open up to the public realm encouraging engagement and outdoor event possibilities. The Community Hub will need to also account for the residential units above coordinating access lobbies and structural needs in the design consideration.
The most commonly identified community use was a well-being centre. Relocating the centre towards the High street and adjacent to the town square.

An activated ground floor on the proposed developments will create a sense of place, providing spaces to eat, shop and live.

Flexible community spaces could allow spaces to evolve and reflect the identity of New Malden. e.g. Korean events, cultural exhibitions and performances.

**WELLBEING HUB**
- e.g.
  - 25m swimming pool
  - Teaching pool
  - Large fitness suite
  - Adapted gym area
  - Sports courts
  - Events space
  - Creative space
  - Cafe
  - Community meeting space

**COMMERCIAL**
- e.g.
  - Small retail units
  - Cafe/restaurant

**COMMUNITY**
- e.g.
  - Flexible creative workshops
  - Exhibition centre
  - Childcare facilities
  - Youth centre
A key objective of the co-design process has been to establish a sympathetic and appropriate architectural and urban identity for the site. We have learned that residents want to see improvements to the landscaping of Blagdon Road Open Space, to enjoy a small, flexible multi-purpose town square and to ensure the identity of New Malden’s buildings are in keeping with its history of red brick as provided from its (once) extensive clay pits.

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

The idea of the Town square is supported but it should be a ‘tight bustling’ square providing access to a wide array of community facilities, rather than a large space which could detract from the High Street.
Development Principles for public realm and Landscape:
The redevelopment of the Cocks Crescent site will deliver no net loss of open space. Landscape design should be comprehensive and responsive to the existing context.

Existing:
We know that the existing Blagdon Road Open Space is well loved, by users who make good use of the play spaces and areas fronting onto Blagdon Road, but certain areas are underperforming in the role to meet the needs of the community. There has been feedback citing the misuse of space within the park particularly in the south and western corners. The open space on the site is one of a number which serve the area with Beverley Park nearby which offers more formal sporting opportunities and wide open spaces. In addition to this is the smaller and more formal open space at St. George’s Square at the northern end of the High Street. This space has acknowledged issues with microclimate, particularly wind. The design of new or redesigned open spaces on the site must acknowledge their role in the wider area including how those spaces work today, their size, function and role in the hierarchy of other public open spaces.

Proposed:
There will be no net loss of open space across the site. Feedback through the co-design process has identified opportunities for public realm on the site.

**Town Square:**
- A vibrant and safe town square
- A mixed-use space
- Pedestrian friendly
- Allow for places to sit
- Accessible to all
- Allow for street markets
- Active frontages to overlook the square
- Minimise wind tunnels
- A sun-lit square
- Be and feel public in the way it designed, operated and maintained
- Be able to host community events
- Will be located at the junction of main routes through the site.

**Blagdon Road Open Space:**
- Increased quality of green space
- Maintain frontage onto Blagdon Road
- Provide play space
- Promote health and well-being
- Be safe place to relax or be active
- Have clear access routes and be accessible to all
- Be clearly linked to the new town square.
**Streets:**
The design principles for streets and the spaces between buildings will be in line with the Healthy Streets principles.

**Social Spaces, Health and Play:**
All public realm on the site must have a clear purpose and respond to the needs of existing users and new residents. In this way it must accommodate social spaces for all ages, as well as meaningfully incorporating formal and informal play opportunities to support health, social integration and well-being.

**Safe:**
In light of the concerns raised about the current misuse of some areas of the public open spaces, the design of all new public realm must be designed to be safe and attractive for users. This must include addressing all real and perceptual issues of safety and security. This should be focused on the use of positive measures and positive design, and must not rely on negative or disruptive features.

**Resilience and Biodiversity:**
The landscape and public realm on the site can have a positive impact in managing and promoting environmental well-being. The design of the site must understand and extend the value of existing features or habitats including existing trees on the site, for their value to local people and to enhance or cultivate habitats. Considerate design of landscape can also have a positive role in dealing with or mitigating environmental impacts including proactively dealing with water, air quality and microclimate of homes and spaces.

**Management:**
All public spaces on the site will be publicly accessible at all time, and allow for appropriate use by all individuals and groups. The Council will expect all public realm within the site to be proactively managed as part of a site wide management plan. The design of public realm will consider the upkeep of the fabric and costs of on-going maintenance. The management of public realm should not conflict with the actual or perceptual feeling of the publicness of these spaces. In dialogue with the preferred development partner, the Council will ensure that the management of any public realm will achieve these aims.
New Homes

Homes:
The Cocks Crescent site will be a great place to live for a wide range of people from families looking to benefit from proximity to high quality open spaces, to older and younger people looking to benefit from proximity and easy access to new leisure, community and social spaces. The quality of the buildings, inside and out, will be critical to achieving the wider vision for the Cocks Crescent redevelopment.

Character:
The character of the future development at Cocks Crescent must respond to the vision for wider redevelopment and be particular to this site. The design of the wider site and individual buildings must acknowledge the particularity of the site, including its history. The scale of the site gives opportunities to establish an identity of its own, built on an understanding of the established character New Malden. Given the different contexts surrounding the site, it is likely that the character of the development and buildings will respond to this; with a character which picks up on urban context of the High Street at its west, and the greener more open aspect of the eastern site.

Height and Massing:
The form and massing of new development will be determined by the comprehensive masterplanning approach. Care must be taken to design thoroughly, placing buildings and height in the most appropriate locations accounting for the contextual relationship, impact on sunlight, particularly onto open spaces and existing homes, while accounting for the quality of outlook and orientation of new homes too.

New development must be evidently sensitive to the surrounding scales, given the high quality character of the adjoining neighbourhoods. While the building heights diagram from the SPD highlights that the centre of the site as most appropriate for height the position height here must be tested against the wider principles of the site. New development must observe and reflect upon the sensitive boundary conditions.
Homes and Social Spaces:
The design of new homes must take account of and exceed current guidance. The Council is particularly interested in the design of homes to promote well-being and social integration of residents.

Detailed Design and Maintenance:
The construction of buildings and the execution of high quality design is equally of importance to the Council. The detailed design, choice of high quality materials and considered maintenance arrangements are all factors which will assure the success of the Cocks Crescent development into the future, to ensure it remains an attractive place of which the Council and local residents can be proud. The Council will consider the ability for the development partner to deliver this in its review of their financial proposals, to build confidence that this can be delivered.

Design Quality:
The Council will consider the use of Home Quality Mark, or similar standard, to help measure development partners aspirations to ensure that they provide homes that are well built, cost effective and designed to exceed expectations. This approach will also provide a way for home owners to identify the sustainable features of new homes that are important to them.

Private Amenity:
All residents on the site should benefit from adequate private amenity space, in accordance with local planning policy. Building setbacks and terraces at upper levels should be considered to provide a variety of spaces available to residents. The use of roofs as accessible green space for residents could also support this aim.
Community Hub

The Cock’s Crescent Project proposes a new community and leisure focused masterplan for the centre of New Malden. The masterplan centres around the delivery of a new community hub providing both leisure and community services to the public. This facility is currently provided by the existing Malden Centre which is sited centrally on the site adjacent to Blagdon Road Open Space.

The existing Malden Centre opened in 1987 and provides a mixture of sport, leisure and community facilities. A Community Hub Feasibility Report (2020) was produced by FaulknerBrowns and the Council to investigate how the current offer could be improved within the masterplan as part of a wider strategy promoting community and wellbeing across the borough.

Details of the Council’s preferred facility mix and indicative plans for the community hub are shown on p.x and p.x of Appendix X: Community Hub Feasibility Report. The proposed brief closely replicates the spaces within the existing Malden Centre with the advantage of providing modern up to date facilities within a well designed building which responds to and enhances the public realm illustrated in the masterplan to help encourage participation in sport and the other community uses within the new facility. Throughout the construction period the existing Malden Centre will remain operational allowing a continuity of service provision to the public.

The key features of the proposed community hub are (facility mix including but not limited to):

• 6 lane 25m pool
• 13.5 x 10m learner pool
• 4 court sports hall
• 2 studios
• 150 station gym
• Cafe
• Community and art facilities including a community hall to be AV enabled to house cinema and theatre events
Option 3 is the first new build option. This option directly replicates the facilities of Option 2 but within a new building. This option has the advantage of providing modern up to date facilities in a well designed building which responds to and enhances the public realm illustrated in the masterplan to help encourage participation in sport and the other community uses within the new facility.

Option 3 utilises the site allocated within the proposed masterplan and is organised so its entrance engages with the town square and with community and leisure activities located adjacent to the pedestrian routes to generate active facades and promote the wellbeing agenda.

Throughout the construction period the existing Malden centre will remain operational allowing a continuity of service provision to the public.

The following considerations relate to this option:

- New build option ensures continuity of service.
- New modern facility will have increased life span and reduced maintenance costs in comparison to that of the Malden Centre.
- There is no further addition to the offer from Option 2 - 6 lane 25m pool and 13.5 x 10m learner pool, 4 court sports hall, 150 station gym and community and art facilities.
- Movable floor to be implemented to the learner pool to increase programme of activities for classes and groups.
- The building sits within the proposed masterplan with the entrance interacting with the town square as intended.
- Organisation encourages activity to viewed from the public realm to promote the wellbeing agenda. Enclosed elements, sports hall, changing and plant placed to the centre and rear of the plan.
- The foyer space should look to visually engage with the leisure and community services being provided and utilise double height space to enhance the arrival experience.
- Methods of delivering privacy whilst promoting views of the active agenda and natural daylight should be explored through the design development.
- Nursery / creche and Nail bar facilities are to be relocated elsewhere within the masterplan.
- Residential units above will impact upon the detailed development requiring cores and structure to be coordinated through the Community Hub.
- Programme will need to utilise flexible use of community, studio and meeting rooms to optimise the service offer.
- Main hall to be AV enabled to house cinema and theatre events.
- Basement plant area required.
Sustainability

The SPD and co-design work sets out a clear aspiration; that the redevelopment will deliver high-quality new and affordable homes that embody exceptional sustainability features. This principle equally applies to other aspects of the new place, including the role of landscape design, the design of community and commercial facilities and the way people access and move around this site.

The mix of uses proposed on the site gives the opportunity for energy to be used creatively to meet the varying demands of the different users.

Aspects include:

- Dual aspect homes
- Sustainable drainage
- Heat recovery from the community hub
- On site renewables
- On-site heating and power
- Aspect, orientation, ventilation, overheating and access to daylight/sunlight.

Environmental design best practice guidance documents and references have been listed in Appendix X.
Indicative RIBA Stage 0/1 Masterplan

The indicative masterplan shown here produced by Fluid and informed by discussion with the local community and Council officers as part of the co-design process, has been useful to demonstrate one possible proposal for the site which responds to the masterplan vision as set out in this brief.

The Council would welcome potential partners to challenge this indicative masterplan, any proposal for the site must be tested and refined by any potential development partner through the competitive dialogue process.

![Diagram showing key features](image)

- **300-400 NEW HOMES**
- **6000 m²**
- **4000 m² +**
- **London Plan compliant quantum of PARKING**
- **No net loss of OPEN SPACE**
- **17650 m²**
- **1350 m²**
- **OUTDOOR GREEN**
- **PUBLIC SQUARE**
- **LEISURE CENTRE**
- **RETAIL / COMMERCIAL COMMUNITY**
FOR THE PAST MONTH, FLUID HAS BEEN RESPONDING TO THE IDEAS AND FEEDBACK PROVIDED BY THE LOCAL COMMUNITY AS THE SCHEME HAS EVOLVED. THE PLANS AND IMAGES ARE AN INTERPRETATION OF THE COMMUNITY’S VIEWS.

INDICATIVE GROUND FLOOR PLAN OF THE COCKS CRESCENT SITE

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

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

NEW HOMES

KEY FACTS OF THE INDICATIVE PLAN

- Promote a pedestrian friendly site and increase connectivity to the High Street
- A new pedestrian access route has been created from the High Street to the site improving the East-West connection
- Active frontages to overlook the square
- A town square connecting the High Street to Blagdon Road
- Open Space, suitable for a range of uses and animated by active frontages at ground floor
- Taller buildings towards the centre (no taller than 10 storeys) and high street, and lower to medium rise buildings towards the existing terraced housing to the north and south of the site
- The tallest building is indicated at 7-10 storeys high at the centre with low to medium rise buildings located towards the existing terraced housing to the north and south of the site
- Blagdon Road Open Space to front Blagdon Road
- Blagdon Road Open Space has had its frontage increased along Blagdon Road, improving the outlook of Blagdon Road residents
6. The role of the private sector

The Council is committed to secure a leisure and residential led development at Cocks Crescent. To achieve this the Council will procure a Development Partner to deliver the comprehensive development, this selected partner will need to demonstrate that they have the ability, expertise and long term commitment to deliver a high quality place that offer user and residential experience that the site deserves.

This brief is intended to set out the scope of the opportunity and provide clarity on the Council’s requirements. The Council’s main objective is the delivery of a qualitative improvement in the provision of community facilities.

The Development Partner will have responsibility to:

• As quickly as practical, enter into a Development Agreement with the Council
• Agree a programme of key milestones including the estimated time to completion.
• Develop and manage the Co-design process with local residents and stakeholders
• Undertake site investigations, preparation, land remediation and install site infrastructure
• Undertake initial site preparation works in order to bring forward early development
• Gain approval from the Council to submit and secure planning permission, within a satisfactory timescale
• Identify and secure finance from non-public sector sources
• Manage the open book accounts function.
• Provide a suitable guarantor if necessary
• Come forward with financial terms to include overage, premium, rental and licence fees where applicable
• Working with the Council, develop a funding/viability solution
• Agree a long term stewardship regime for all public areas
• Develop and then deliver high quality designs and specifications, for homes, public space and community facilities
• Sub-contract as required (with approval from the Council) and enter into all necessary and appropriate construction contracts and procure delivery of acceptable direct professional warranties in relation to construction contacts.
• Undertake brand development and marketing.
• Manage the marketing and sale/lease of units to third parties.

It should be noted that it is intended that the freehold of the completed development will be vested in the Council.
**Phasing:**
The Council will require the community hub to be provided in the earlier phases of the development, and will use its powers to ensure that this is complied with. The phasing of the proposed development, the relationship between community, commercial and residential uses and the provision of satisfactory public realm and infrastructure works need to be carefully considered, particularly in relation to the overall viability and demonstration of funding proposals.

The Cocks Crescent scheme is a large site and will be a complex development, with a phased approach to development required. A key objective for the Council will be the delivery of the new leisure centre prior to closure of the existing Malden Centre, allowing continuity of operation and limiting disruption. The emerging preferred design option shows the new leisure centre located in the south west of the site, which would enable this to be constructed prior to closure of the existing facility.

**Co-design:**
The Council is committed to a meaningful process of co-design with residents and stakeholders being undertaken on the Cocks Crescent site, as designs come forward. The Development Partner, supported by the Council, will take the lead on planning, implementing and managing the co-design process. A summary of the co-design process to date is available. The co-design process which the Council has employed as part of the development process to date can be embedded within the development agreement as an obligation upon the Council and its development partner. The purpose of the co-design process is to benefit from local knowledge of residents and stakeholders, empower local people in positively influencing the shape of the future place and help support social integration.

**The role of the Council:**
The Council is providing its full and complete commitment to this project, and will see it through for the long term. This project forms a key priority in the Council's regeneration programme.

The Council will be proactive and responsive when working with its development partner. In addition to its role as the statutory planning and highway authority, the Council can offer a number of things to help bring forward the Cocks Crescent redevelopment:

- Decision making in a timely manner with a dedicated Project Director.
- Central coordinating and partnering function.
- Staff resources are available to see the scheme through across a range of disciplines and supporting potential partnerships.
- Potential to invest in land assembly.
Design Quality and Control:
Gateways requiring the Council’s approval which would be built into the development agreement could include the following – submission of planning application, grant of a satisfactory planning permission, detailed specification of the leisure centre and other community facilities, appointment of the professional team, occupiers and lease terms of the commercial accommodation, introduction of any new development or funding partners, development programme and phasing, acquisition of third party interests,

Land ownership and site assembly:
Given the ownership of land on site, the Council recognises that a key requirement for any developer will be the Council’s commitment to use its compulsory purchase powers and planning appropriation powers to ensure that the development site can be bought into a single ownership in a cost-effective and timely way. The extent and cost of site acquisitions is a key influence to development viability. In order to allow bidders a greater level of clarity the Council, working with Carter Jonas, has undertaken a current property cost estimate for sites identified as being within the development area. The figures in this report should be used as the sole basis in informing land cost in any development appraisal.