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Legal

This has been produced to inform local residents of the current design being discussed by Richmond & Wandsworth Councils for Powder Mill and Hanworth Road.

Please note that this study has been made without access to some surveys, site investigation, rights of light, sunlight and daylight assessments, archaeology, etc., all of which may affect design.

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Executive Summary

A Vision For Powder Mill and Hanworth

The existing shopping parades along Powder Mill Lane and Hanworth Road form a neighbourhood centre to the west of Whitton, in the ward of Heathfield in the London Borough of Richmond-Upon-Thames.

Both streets provide a vital and diverse mix of shops and services that serve the local community. The future success of these shopping parades will be an important realisation of the emerging draft local plan; Strategic Policy 01: Living Locally which We then present a range of small interventions actively encourages the growth of local 20-minute neighbourhoods across the borough.

Carefully considered interventions within the existing neighbourhood centre could act as a catalyst for wider improvements within the area, boosting the local economy, improving community facilities and bringing a unique sense of identity and civic pride.

Set within a strong suburban context, most existing structures were originally designed as semi-detached housing, which over time have been converted into independent shop units. This arrangement results in large shop forecourts (formerly front gardens) which are currently hindered by large volumes of parking and significant clutter within the public realm.

The existing shopping parades currently suffer from a disconnection between Powder Mill Lane and Hanworth Road. This severance has begun to be alleviated by the (nearly completed) redevelopment of the Duke of York public house site which sits at the pivotal intersection between these two roads. Despite their highly valued position within the local community, Powder Mill Lane and Hanworth Road are also impaired by a lack of identity or 'sense of place' with little indication that these streets form the backbone of a neighbourhood centre.

Metropolitan Workshop have been commissioned to help the Council identify opportunities for short term improvements.

This consultation document sets out a list of ideas for the neighbourhood centre. The ideas have been developed in collaboration with stakeholders, whose local intelligence, enthusiasm and support will help to secure the long term future of both streets.

The document starts by setting out the existing condition of Powder Mill Lane and Hanworth Road and highlights the areas in need of attention.

which will resolve some of the existing challenges and provide a catalyst for further improvement.

0	Site

1.1	Context
1.2	Existing Condition and Key Issues

2.0 Phase 1

2.1	Hanworth	Road -	Summary	Pla
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2.2 Powder Mill Lane - Summary Pla

2.3	Powder Mill Parades - Proposed
	Interventions (with summary plan

2.4	Hanworth Ro	ad Parade	

.5	Powder	Mill	Lane	Parade

2.6	Powder Mill Parking - Before

2.7	Powder Mill Parking - After
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.9	Twickenham	Materials,	Colour	and ⁻	Tone	

.10 Case Study: Bennetthorpe Cenotaph

2.11	Hanworth	Linear	Organisatio

2.12 Possible Quotes along the Parades

2.13 Hanworth Seating and Planters

2.14 Hanworth Refuse Store

2.15 Hanworth Community Noticeboard

2.16 Powder Mill Planters

2.17	Wayfinding Strategy	

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Powder Mill and Hanworth Road_ June 2023

2.18 Powder Mill Wayfinding

3.0 Phase 2

	3.1	Powder	Mill	Gable	Wa
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4.0 Appendix

.1	Hanworth	Parade	North
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4.2 Hanworth Parade Soutl

4.3	Powder	Mill	Parade

4.5 Philip Cave Soft Landscape Plan 1

4.6 Philip Cave Soft Landscape Plan 2

4.7 Philip Cave Soft Landscape Plan 3

Site



1.1 Context

Hanworth Road and Powder Mill Lane Shopping Parades provide retail units and some community uses.

The area is characterised by detached and terraced suburban housing built during the interwar period. Many of the retail units that make up the shopping parade fronting Hanworth Road appear to be former residential units which have been converted to retail use at ground floor.

The junction of Hanworth Road and Powder Mill Lane is punctuated by disused public house; The Duke of York. Construction is underway for the demolition of the existing building and the construction of 3 storey mixed use buildings with retail units and community facilities at ground floor.

The western side of Hanworth Road is characterised by Hounslow Cemetery directly opposite the shopping parade and the entrance to the Heathrow Gateway business / industrial park which is accessed via Godfrey Way.

Client Brief: The primary brief for the parades is to improve the quality of public realm through a series of quick win interventions. The parades, whilst relatively recently refurbished, are already beginning to look very tired.

Sites

Key Pedestrian Routes

Bus Routes

Landmark





1.2 Existing Condition and Key Issues

The site is located along the western fringe of The London Borough of Richmond-upon-Thames within the Whitton district.

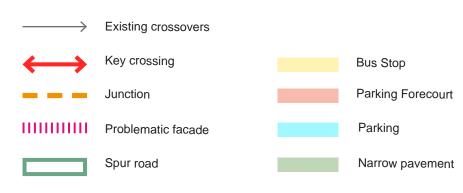
Directly opposite the Hanworth Road shopping parade is the Hounslow Cemetery which marks the border between the LB of Richmond-upon-Thames and LB of Hounslow.

The Hanworth Road (A314) is a principle northsouth route that leads to Hounslow Town Centre. The community in which this neighbourhood centre serves is therefore wide reaching across both the LB of Richmond and LB of Hounslow.

Powder Mill Lane intersects Hanworth Road and leads to the A316 Chertsey Road in the east, which is a main arterial road that connects to Central London.

The 2021 Borough Wide Urban Design Study by ARUP indicates that the neighbourhood / ward in which the shopping parade's are located are amongst the most deprived areas within the LB of Richmond-upon-Thames and Greater London, this contrasts significantly with the wider borough. The study also reveals that the wards within the west of the borough including Whitton and Heathfield are the most ethnically diverse areas of Richmond. In contrast to other wards across the borough which offer very little ethnic or socio-economic diversity.

The following page highlights the main challenges on both parades.



1.2 Existing Condition and Key Issues

Hanworth Road

Hanworth Road and Powder Mill Lane Shopping Parades provide retail units and some community uses.



Inconsistent Paving

crossovers which cross the pedestrian thoroughfare. The which is cluttered and unmanaged. This creates a very untidy crossovers are surfaced with granite pavers, whereas the pavement is a resin-bound gravel. This creates a very inconsistent finish which prioritises the car over the pedestrian.



Untidy Forecourts

Access to the parking forecourt is provided by eight separate The parade has a deep privately-owned parking forecourt. Most of the shops along the parade have flats above, and there appearance to the street



Dumping of Refuse

isn't currently anywhere for residents to place their refuse. This it. This creates a pedestrian pinch-point behind, and forces leads to a build-up of bin bags around the waste bins which is particularly severe and unsightly leading up to collection day.



Bus Stop Congestion

pedestrians into the private forecourts.

Powder Mill Lane

Powder Mill Parade suffers from a number of issues which hinder the pedestrian experience.



Cluttered Public Realm

The public realm is very cramped, and some items of existing street furniture only exacerbate the situation.



Cluttered Retail Forecourts

There are a number of shop front forecourts which are used by shopkeepers in an uncoordinated way. This gives rise to a parking spaces along its road edge. However, these allow rather cluttered appearance.



The south side of the parade incorporates a number of linear vehicles to park half-on the pavement owing to insufficient road pits. width. Available road width is further constrained by parking on the opposite side of the street.

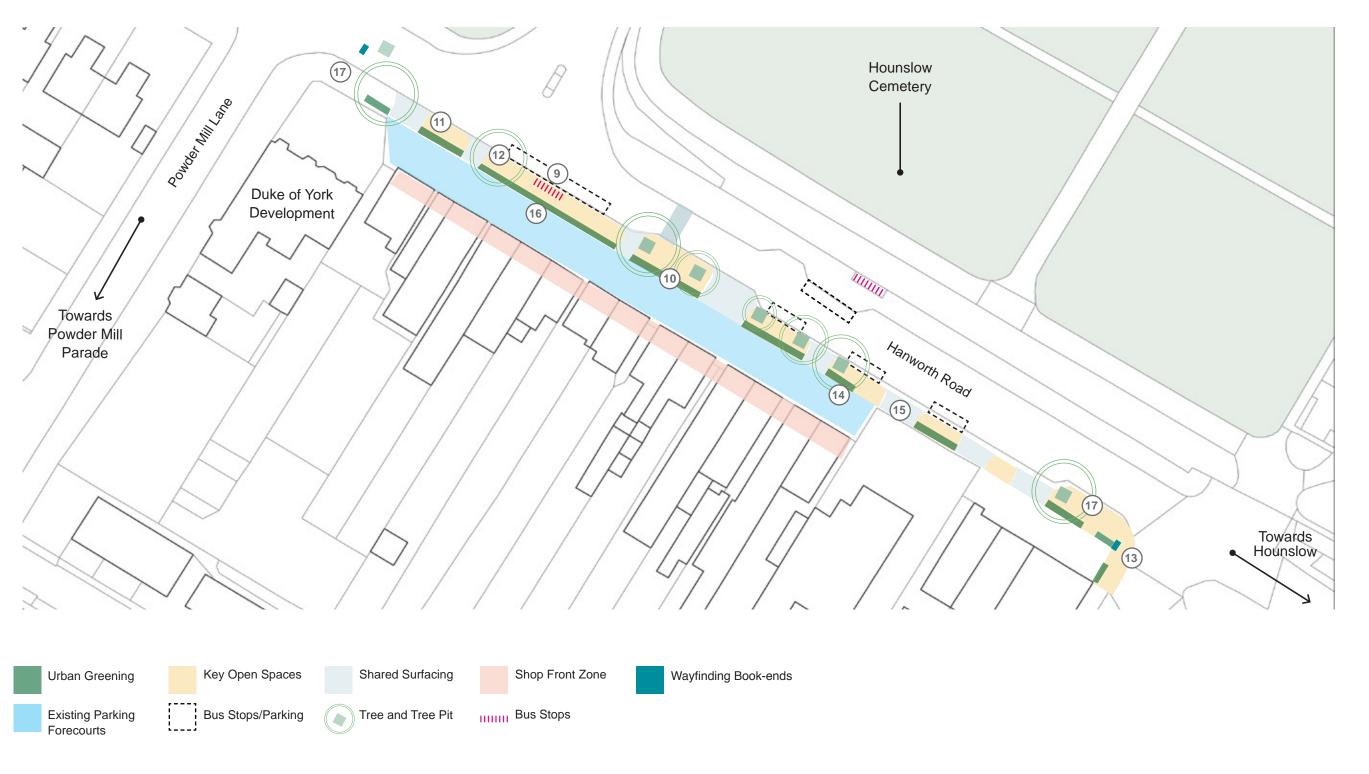


The residual pavement width is very narrow, currently only 1.2m wide at the closest pinch points adjacent to the existing tree

Phase 1



2.1 Hanworth Road Parade - Summary plan



Having explored the challenges presented by the existing condition of Hanworth Parade, we have identified a shortlist of 'quick win' interventions which will help swiftly transform the parade into a more welcoming and less cluttered pedestrian environment. These interventions are summarised on this map. This shortlist has been developed from an original longlist, and honed following discussions with local businesses, consultants, councillors and the council. The subsequent pages explore each site in more detail. The concept for Hanworth Parade is to create a new, multi-purpose strip of planting that mimics the lost suburban hedgerow, helping to screen the parking forecourt behind. This strip will also contain integrated seating, signage, wayfinding and bins, helping to declutter the street.

2.2 Powder Mill Lane Parade - Summary Plan



Having explored the challenges presented by the existing condition of Powder Mill Parade, we have identified a shortlist of 'quick win' interventions which will help transform the parade into a more welcoming pedestrian environment. These interventions are summarised on this map. This shortlist has been developed from an original longlist, and honed following discussions with local businesses, consultants, councillors and the council. The subsequent pages explore each site in more detail. The concept for Powder Mill Parade is to make more space for pedestrians on the smaller side, remove cars from the pavement, and bring some visual consistency through use of forecourt planters.

2.3 Powder Mill Parades - Proposed Interventions (with summary plan)

Powder Mill Lane

- New planters along selected party-fence lines between shop fronts to define individual shops with their own frontage space
- Extended granite paving along kerb edge containing cycle stands and bins.
- Additional cycle parking at kerb edge using Sheffield cycle stands
- 4 New tree grilles to allow more width of pavement for pedestrians and protect trees from parking zones.
- 5 Wayfinding to book-end parade incorporated into a proposed bench (eastern end) and proposed planter (western end).
- 6 Tree planters with integrated seating
- Removal of the three part pavement parking spaces either side of the Arden Close junction to allow for the parking opposite to be placed wholly on the road. There will be a net loss of two parking spaces as one of these removed bays will be replaced in the length of parking opposite.

Hanworth Road

- Rotate bus stop and move offset 450mm from kerb edge to free up more space in the pedestrian thoroughfare behind
- New linear threshold of planting with integrated seating, bespoke bins and Hanworth identity gateposts with the aim to create a softer and more attractive edge to the Hanworth retail forecourts.
- Street furniture rationalisation to consolidate into formalised strip, with additional cycle stands
- 12 Install new tree grilles to harmonise size of tree pits and maximise width of pavement.
- New wayfinding bollards either end of Hanworth parade integrated into planters
- 14 Creating a new resident refuse store to reduce street clutter from the pavement and kerb lines
- Metal studs installed across forecourt entrances to define pedestrian route
- 16 Replacement community noticeboard with local information and map linking to wayfinding landmarks
- 17 New cycle parking along pavement edge

PHASE

1 Mural to gable wall collaborated with local artists

8 Powder Mill and Hanworth Road © Metropolitan Workshop 2023

2.4 Hanworth Road Parade



integrated into planters.

New resident refuse store to reduce street clutter from the pavement and kerb lines.

- 9 Rotate bus stop to free up more space in the pedestrian thoroughfare behind.
- New linear threshold of planting with integrated seating and identity









Install new tree grilles to harmonise size of tree pits and maximise width of pavement.











pedestrian route.

Replacement community

noticeboard with local information and map.





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2.4 Hanworth Road Parade - Indicative Street View

Hanworth proposal view showing linear organisation of planters and benches, along with the book-end bollards with Powder Mill Parades emblem.



2.5 Powder Mill Lane Parade



- New planters between shop fronts, to define individual shops with their own frontage
- 2 Extended granite paving along kerb edge containing cycle stands and bins
- Additional cycle parking at kerb edge using Sheffield cycle stands
- New tree grilles to allow more width of pavement for pedestrians.
- Wayfinding to book-end the parade to be integrated in a planter and bench.
- 6 Tree planters with integrated seating
- the in a Net loss of two parking spaces to allow for parking to be placed wholly on the road.









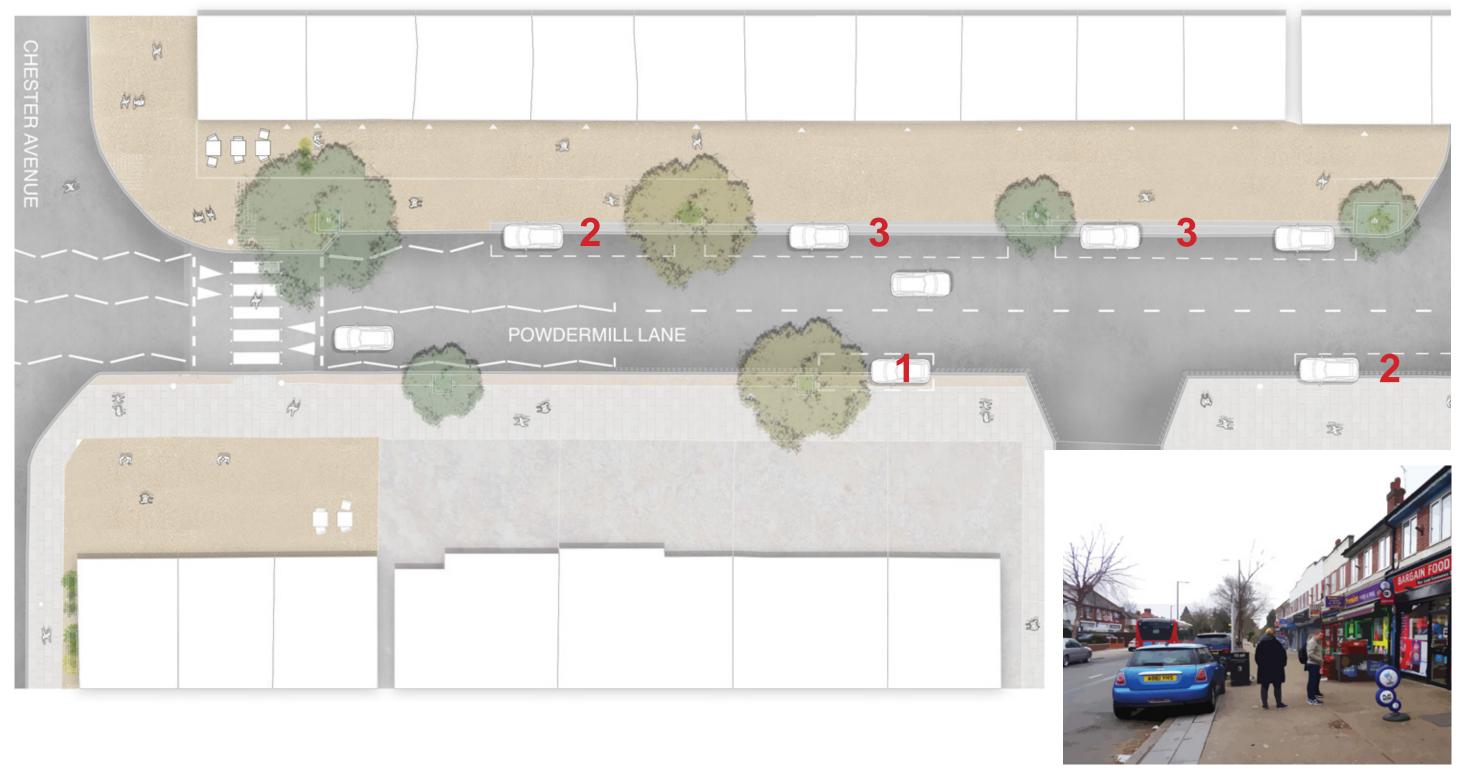
2.5 Powder Mill Lane Parade - Indicative Street View

Powder Mill Lane Indicative Street view demonstrating the new planters along selected party-fence lines between shop fronts, as well as, the wayfinding bench at the eastern end of the parade.



2.6 Powder Mill Parking - Before

In order to declutter the pavement, we propose to consolidate existing parking into a single linear strip. This will mean the removal of the three part pavement parking spaces either side of the Arden Close junction to allow for the parking opposite to be



2.7 Powder Mill Parking - After



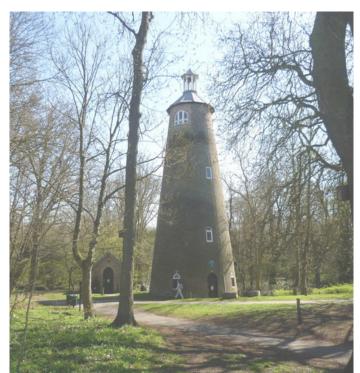
2.8 The Gunpowder Mills

History

In order to create a strong local identity for the new interventions, we have investigated the local site history to inform the graphics which will adorn the proposals.

Powder Mill Lane historically was home to Hounslow gunpowder mills between Twickenham and Whitton, along the banks of the River Crane. It is probable the mills were established on Hounslow Heath and were a major centre for gunpowder.

The River Crane offered water power for the mills and transport for the barges. Charcoal was produced from Willow and Alder trees which are readily available along the river bank. Manufacture continued until the last mills closed in 1927, the Shot Tower is the only surviving building and Millstones around the tower were used to grind saltpetre (an ingredient for Gunpowder).



1 - The Shot Tower context in Crane Park amongst Willow and Alder trees



2 - The Shot Tower and River Crane



3 - Millstones located in Crane Park used to grind saltpetre for gunpowder



4 - Location of the Shot Tower in Crane Park in relation to Powder Mill Lane and Hanworth Road

2.9 Twickenham Materials, Colour and Tone

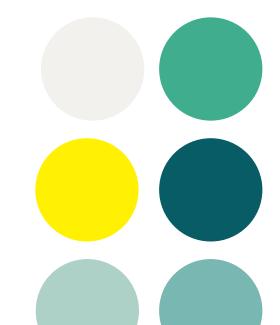
Twickenham Stadium 'Cabbage Patch'

We have also sourced local references to inform the colour of the proposed interventions, which are shown in more detail on the following pages.

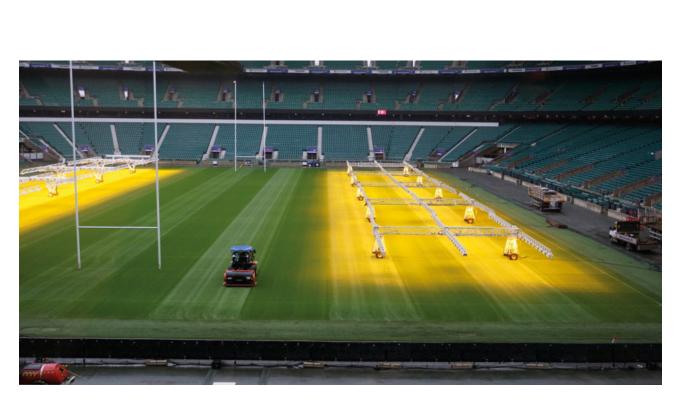
Twickenham is famously known for Twickenham Stadium the home of England Rugby. Also known as the 'cabbage patch' which some rugby fans still use for to this day.

In 1907, the Rugby Football Union purchased a 10 ½ acre market garden in Twickenham. The man who found the land was called William Williams and it became known as his "Cabbage Patch". This is where they built Twickenham Stadium. Before the ground was bought, it was actually used to grow cabbages, and so Twickenham Stadium is affectionately known as the 'Cabbage Patch'.

The proposed interventions colour palette is taken from the 'cabbage green' seats and yellow highlights of the stadium.











16 Powder Mill and Hanworth Road © Metropolitan Workshop 2023

2.10 Key Case Study Bennetthorpe Cenotaph

IOTA Laser-cutting Motif

For the parades, we would like to include graphics on the planters which reflect local history. This page shows an example of how that can be done.

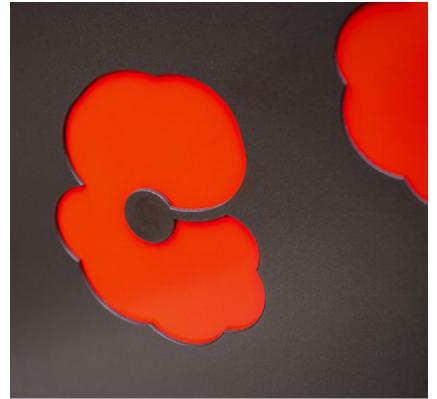
IOTA was commissioned by Doncaster City Council, to design, manufacture and supply 'poppy planters' for installation at the Bennethorpe War Memorial.

The planters were fabricated from 2mm Zintec Steel, powder coated to Tiger Drylac C34 bronze. The commemorative poppy design was achieved by laser-cutting the motif out of the side of the planters, and then applying a contrasting red backing plate inside. The planters were also designed to be movable by fork lift, via stainless steel-lined slots in the base.









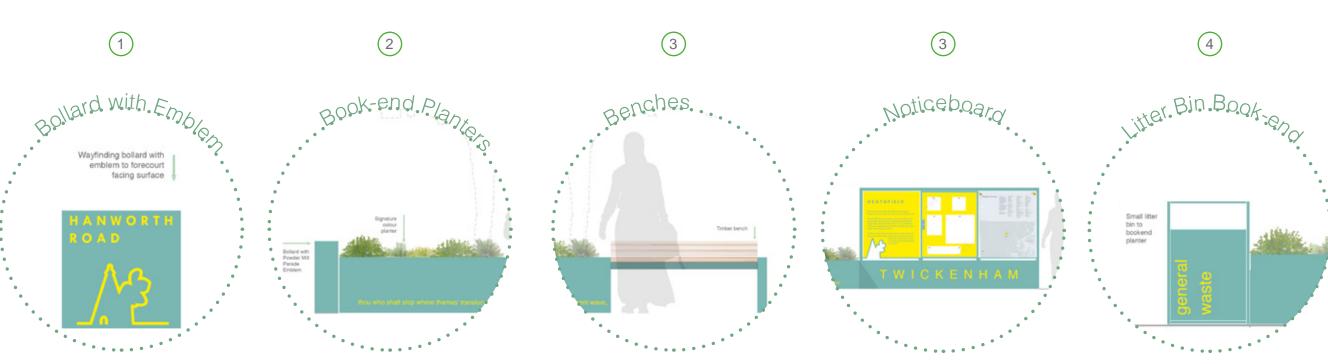
2.11 Hanworth Linear Organisation

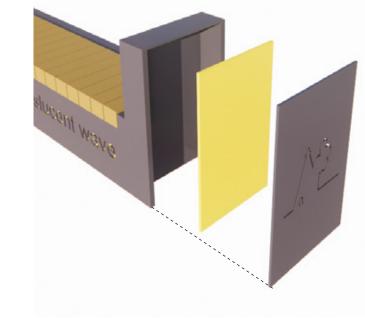
The concept for Hanworth Parade is to create a new multi-purpose strip of planting that mimics the lost suburban hedgerow helping to screen the parking forecourt behind.





Hanworth, 1934







2.12 Possible Quotes along the Parades

1 - Powder Mills

"charcoal, was produced from Willow and Alder, readily available from the river banks"

"The millstones in the foreground were used to grind saltpetre, an ingredient of gunpowder."

2 - The River Crane

"who delights in a quiet lazy ramble by all sorts of short cuts and byways"

The Way About Middlesex H.S. Vaughan 1893

"A Thames in miniature, it winds its way Secure from public view. The very spot Wherein to dream the livelong day! A yet why dream in spot so fair? Ah nay, Open your eyes! Dream where you will"

Clifford Harrison, 1895

3 - Alexander Pope

"Eternal sunshine of the spotless mind!"

"To wake the soul by tender strokes of art".

Specific to Twickenham:

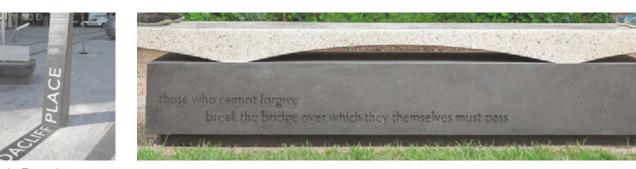
"THOU who shalt stop where Thames' translucent

Shines a broad mirror thro' the shadowy cave; Where ling'ring drops from min'ral roofs distil, And pointed crystals break the sparkling rill; Unpolish'd gems no ray on pride bestow, And latent metals innocently glow; Approach. Great Nature studiously behold!"











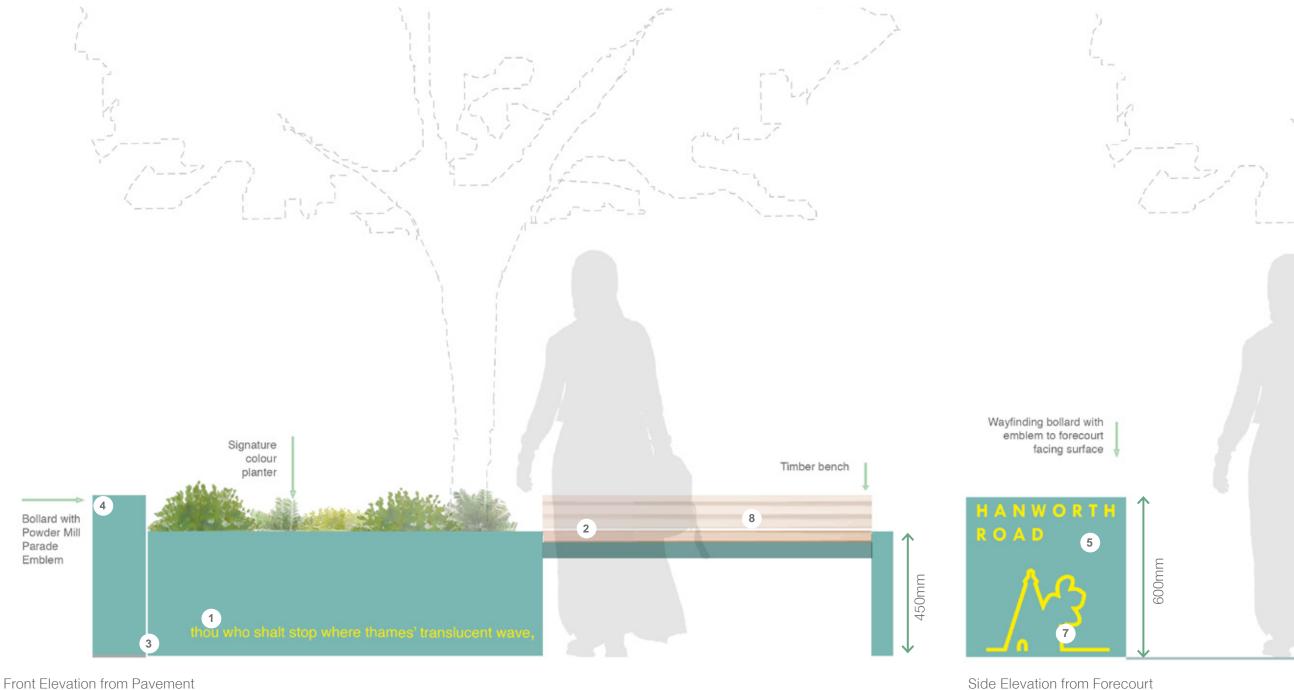






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2.13 Hanworth Seating and Planters













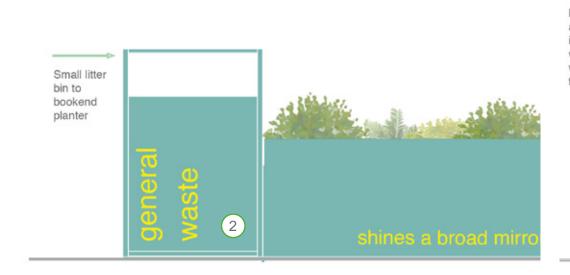


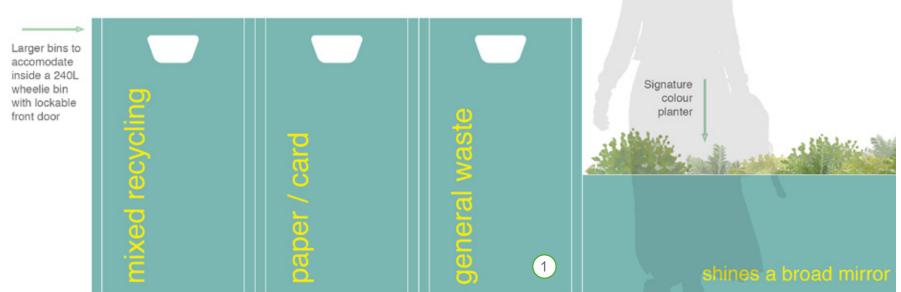




2.14 Hanworth Refuse Store









22 Powder Mill and Hanworth Road









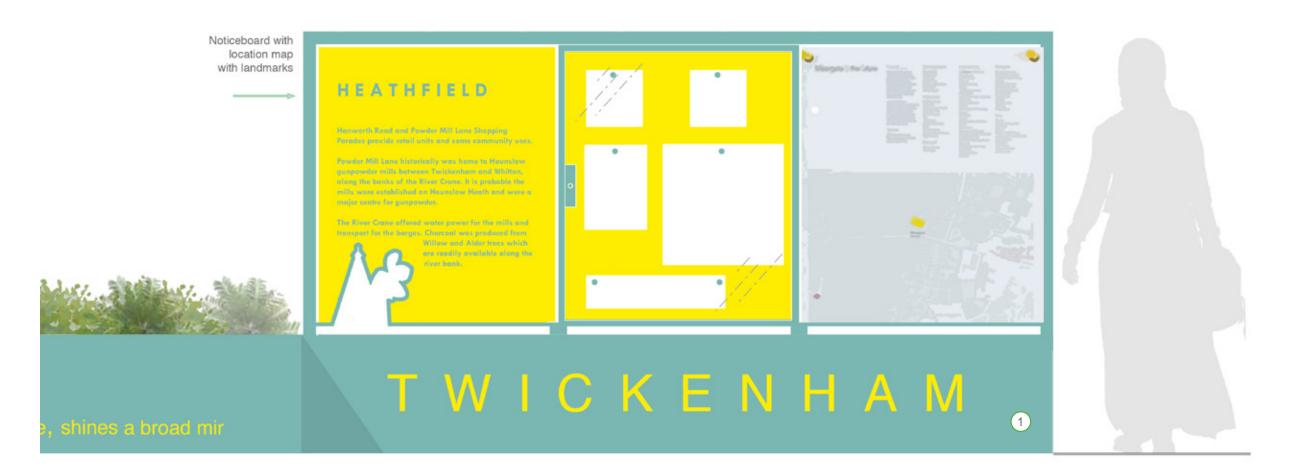




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2.15 Hanworth Community Noticeboard















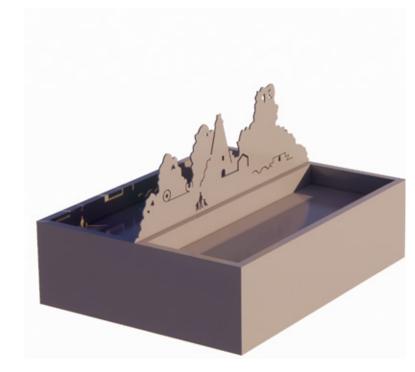




2.16 Powder Mill Planters

The proposal shows an option for planters on Powder Mill Lane to incorporate a corten motif in between the double planters. The scene reflects The Shot Tower in Crane Park, which is the last surviving building of the Hounslow Gunpowder mills. There are also illustrative cut-outs referencing the millstones which now lay in front of the tower. Along with a barge which reflects the riverside location of the tower and highlights the importance of the waterway for the Gunpowder operation. The river was used for water power and to transport for the barges.

The planting through the summer intertwines with the park scene whilst in the winter/ early spring months when planting is lower reveals other elements to create interest all year round and change with the





Planter Elevation

2.17 Wayfinding Strategy

Below is a list of potential destinations which might be signposted on the new wayfinding interventions
- We would like to agree with stakeholders which destinations should appear on the signage.

Hanworth Road

Hanworth Pararde Hanworth Road Hounslow Heath Hounslow Station Hounslow Cemetery Crane Park The Shot Tower Hanworth Park

Hanworth Air Park Lesiure Centre and Library Drumshanbo Park Oriel Academy

Hounslow Jamia Masjid Gurdwara Sri Guru Singh Sabha

Powder Mill Lane

Heathfield Recreation Ground Borough Cemetery The Heathland School Heathfield Nursery and Infant School Heathfield Childrens Centre Twickenham Day Nursery Whitton Station Hanworth Post Office Turing House School

River Crane St Augustine of Canterbury Twickenham School

2.18 Hanworth Wayfinding







2.19 Powder Mill Wayfinding







Phase 2

Please note: Phase 2 is currently being designed and will go to consultation later in 2023.



3.1 Powder Mill Gable Wall

Community Mural to existing blank gable wall collaborated with local artists/ stakeholders. The artwork is to be part of a wider parade enhancement to create a stronger identity and presence with opportunity to tie into the consistent graphic identity for the Powder Mill Parades.

















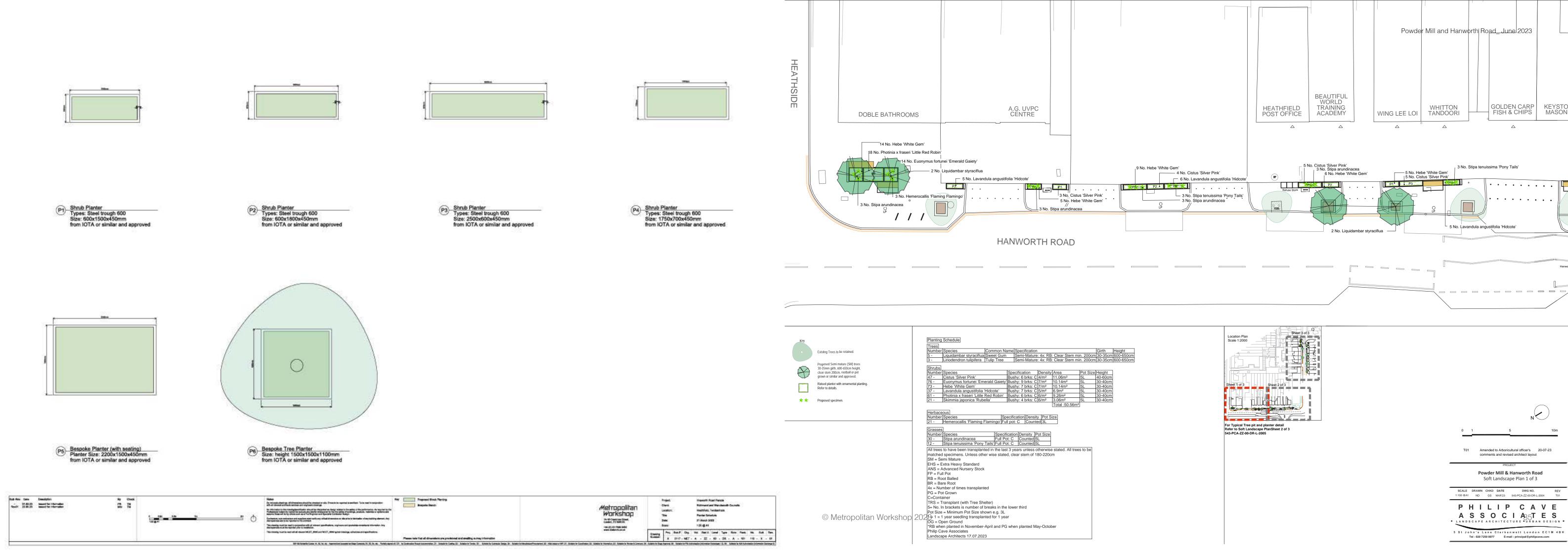
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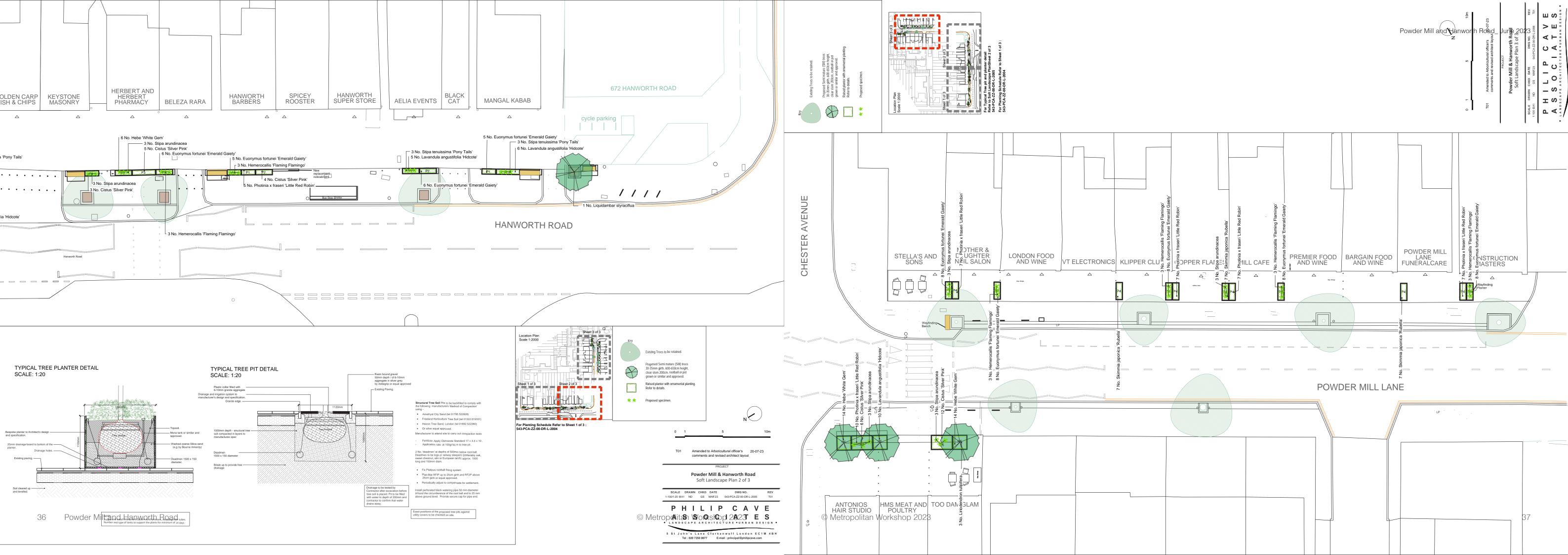
29

Appendix











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