

DESIGN AND ACCESS STATEMENT  
For a proposed development at  
149 - 151 Heath Road Twickenham TW1 4BN



Prepared by  
Chassay Studio Ltd (Architects)  
For  
Heath Road Twickenham Ltd

August 2016

revised July 2017

Heath Road Twickenham Ltd have commissioned Chassay Studio to design a mixed development of apartments and shops in Heath Road.

This development company is based in the locality which makes it well placed to respond to local needs. The brief is to make better use of the dilapidated site to provide new flats and office space in a building of high quality that will compliment and enhance the street.

The apartments will be thoughtfully laid out for a contemporary lifestyle. Commercial units will make an important contribution to the street.

This design report refers to the following specialist reports which have informed the design:

- Planning Policy Report by PPM Planning Ltd
- Daylight and Sunlight Report by Brooke Vincent and Partners
- Transport Statement by Caneparo Associates
- Construction Management Plan (draft) by Caneparo Associates
- Energy Strategy by Price & Myers Engineers
- BREEAM pre-assessment and Richmond Sustainability Checklist by Price & Myers Engineers
- Phase 1 Environmental Assessment by EAME

#### Chronology

09 November	2015	Inception
12 February	2016	submission for pre-application meeting
09 March	2016	first pre-application meeting
25 April	2016	second pre-application meeting
16 May	2016	third pre-application meeting
20 July	2016	fourth pre-application meeting
08 August	2016	public exhibition
09 August	2016	meeting with Ward Councilor & neighbours
28 August	2016	Application submitted

## TEAM

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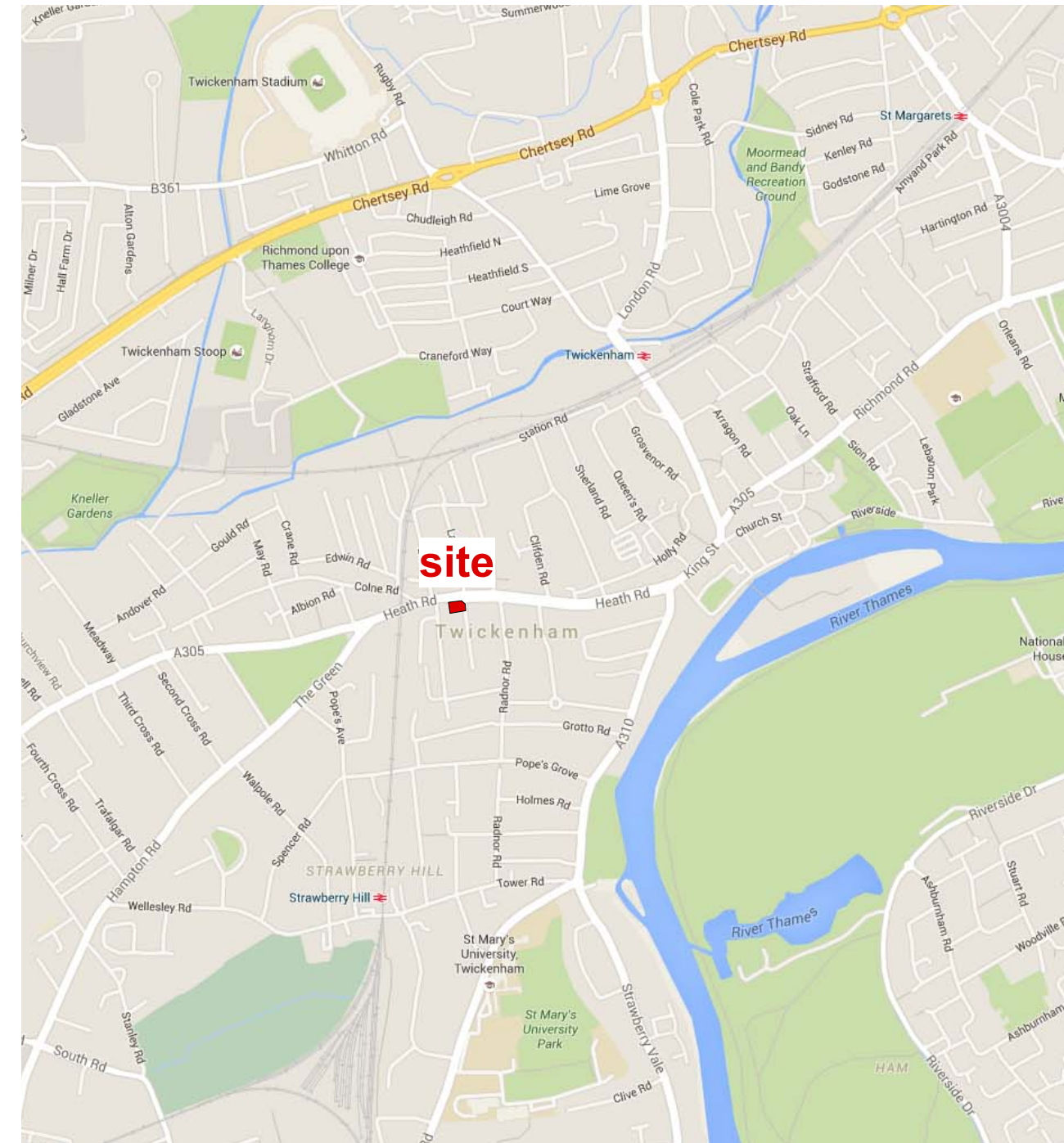


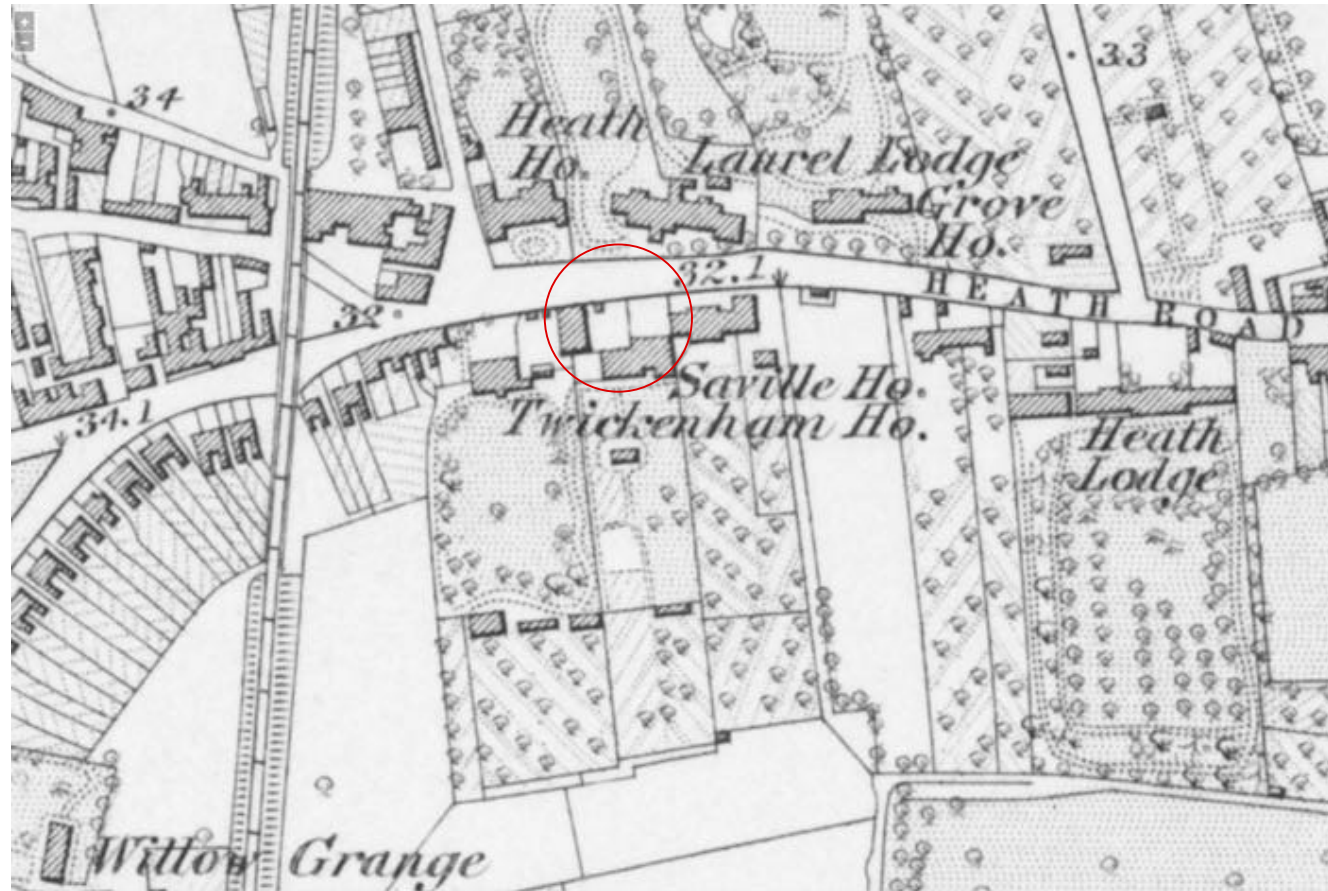
Postal Address: 149-151 Heath Road, Twickenham TW1 4BN

The site is located in the on the edge of Twickenham town centre, on one of the main shopping streets, close to all amenities. It is at the western end of the town centre, close to Twickenham Green on the other side of the railway.

It is at the corner of Heath Road with Saville Road, a cul-de-sac of family houses. The land is divided into two parts, one of which was the offices of a furnishing company (Scrubby's) and the other half used for informal car parking, surrounded by advertising hoardings.

London Borough of Richmond upon Thames: South Twickenham Ward.





HEATH ROAD IN 1865



OLD SAVILLE HOUSE

Historic maps show that this area was the site of Saville House, a large private house with extensive grounds, one of several along Heath Road. This seems to have been built in the early eighteenth century on a greenfield site by Sir Edward Wortley Montagu, and was demolished around 1934.

By 1865 the railway had been built nearby, and suburban development had started to the west around Twickenham Green, with some rather nice early Victorian villas still to be seen.

By 1912 neighbouring Twickenham House had been replaced by Heath Road, and Fredrick Gardens was in the course of being laid out to the east. The parade of shops had been built along the north side of Heath Road, together with the suburban streets to the north.

In the 1930's Saville House was demolished and replaced by Saville Road, although the application site is shown empty. The site seems to have been left empty during World War II, then shops were built in the late 1940's on half the site, the carpark area left empty until today, surrounded by advertising hoardings.

In summary, the application site seems only ever to have been used for its current uses and for ancillary buildings to a big country house before that.



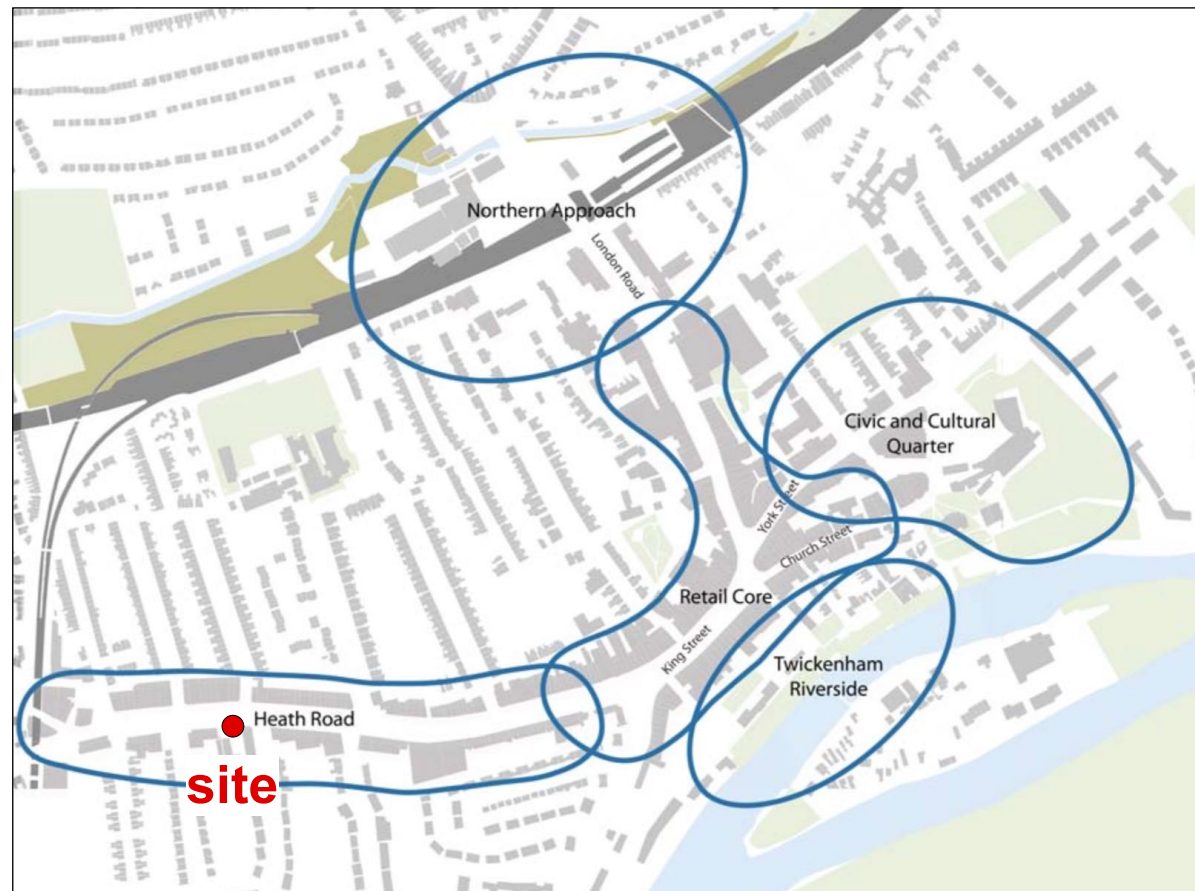
HEATH ROAD IN 1912



HEATH ROAD IN 1938



HEATH ROAD RECYCLING CENTRE WITH HOARDINGS ON APPLICATION SITE



MAP 3.1 OPPORTUNITY AREAS

The site is on a primary road within the secondary commercial frontage within the town centre to the west of the retail core, as identified in the adopted Proposals Map 2013

The existing advertising hoardings and redundant offices make a break in the commercial frontage onto Heath Road which should be made good. It is outside the Article 4 direction area. Residential development in the town centre is also desirable, as indicated in the Action Plan quoted below.

The site has good public transport accessibility (Pta 4 at the edge of 5), with seven bus routes running along Heath Road and a short walk to the station. It is in controlled parking zone D: central Twickenham. There is a loading bay on Heath Road in front of the site, a business parking space on Saville Road and several car club bays in the vicinity of the site.

The Flood Map for Planning (Rivers and Sea) puts the area in Flood Zone 1 - no risk.

Part of the site has been made part of the public pavement, and while ownership is retained by the applicant, the Highways Department would not want development to reduce the existing width of the pavement.

The Heath Road Recycling Centre comprises a set of bins on the pavement at the corner between Heath Road and Saville Road.

Adopted Twickenham Area Action Plan

2.2.17 Residential uses help to enliven the town centre, bring in additional spending and ensure that the area has activity throughout the day and evening. Within town centres residential development commonly forms part of a mixed use scheme, often helping to cross subsidise less profitable uses.

3.3 Opportunity Areas

3.3.1 To better understand the potential for change, five key opportunity areas have been identified which reflect the varied character and functions of the town centre. The opportunity areas are identified in Map 3.1:

Heath Road - the western end of the town centre with a range of retail, commercial and business uses

7.6.1.1 This is the west end of the town from the railway bridge along Heath Road towards the town centre. The area comprises a variety of commercial uses, from industrial at the west end to a mix of offices and retail further east.

7.6.2.1 This part of the town serves an important function as a local centre to nearby residential areas. The approach will be to maintain it as a secondary shopping and service area for local residents, continued enhancement of the environment and encouragement of a range of uses with active frontages. The aim is to reinforce its role as a specialist retail and business area.



HEATH ROAD - CIVIC SCALE

There are two clearly distinct zones to be considered; the civic scale buildings lining Heath Road, and the family houses along Saville Road and Heath Gardens on the other side of the block. There is a clear difference in scale and typology between the two.

Heath Road has an almost unbroken parade of late Victorian shops along the north side. These are three storeys high with shop units at street level and the top storey in a mansard roof. Large dormer windows face onto Heath Road.

The south side of the road never had this typology of building. There are many different styles of building in irregular block sizes, between two and four storeys high. Immediately to the east of the application site is a recently built mixed-use block, three storeys high with a set back penthouse floor, flat roofed.

To the west of the site are three small two-storey shops, and beyond that another substantial block is just nearing completion, again a mixed-use block, three storeys high with a set back penthouse floor, flat roofed.

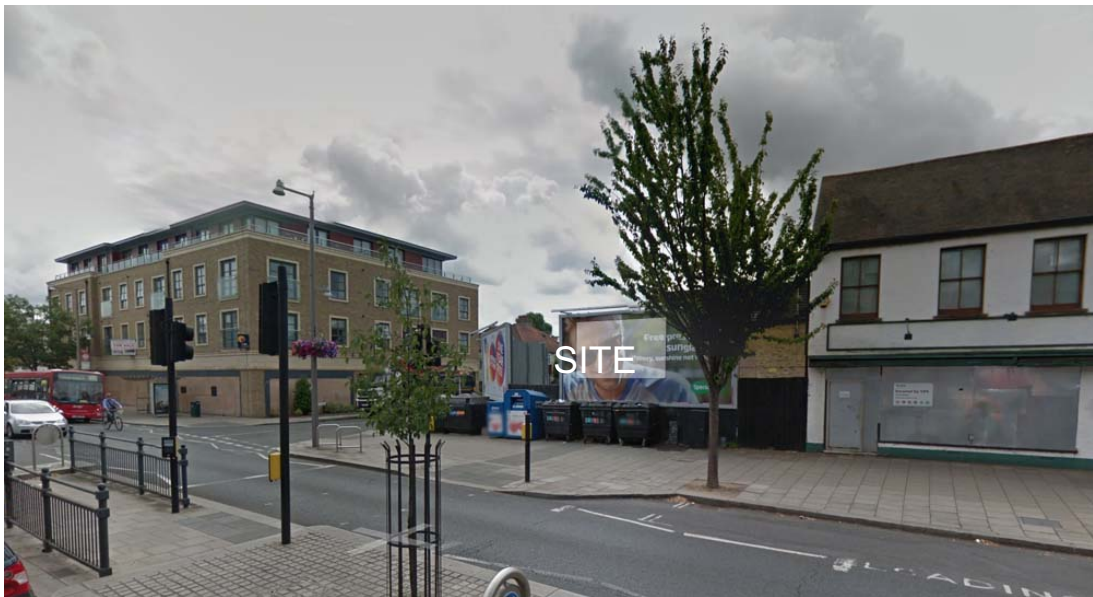
Saville Road comprises semi-detached two-storey family houses, many with roof extensions with the dormer windows of the third level facing into the interior of the block. These face very similar houses in Heath Gardens across fairly small rear gardens.



BACKLANDS BETWEEN SAVILLE ROAD AND HEATH GARDENS WITH HEATH ROAD ON THE LEFT SIDE



SAVILLE ROAD HOUSES WITH REAR OF HIGH STREET BLOCKS



HEATH ROAD SHOWING BEAUMONT HOUSE AND EXISTING BUILDING ON SITE



NORTH AND SOUTH SIDES OF HEATH ROAD



TRADITIONAL PROPORTIONS AND MATERIALS - SAVILLE ROAD AND HEATH ROAD



CRUDE DETAILING AND EMPTY SHOP UNITS

The north and south sides of Heath Road differ in appearance as they do in typology, the residential roads to the south each have their own distinct character.

The north side of Heath Road is of unified appearance, undistinguished but locally appreciated late Victorian or Edwardian terraces of red brick with blue-slate mansard roofs. Detail is concentrated around the windows, which have an attractive vertical proportion.

The south side of Heath Road is different block-by-block. The existing building on the application site is a modest post-war building of yellow stock brick with rendered front and concrete tile roof. Next to it are contrasting red-brick shops with extensive render and a parapet hiding the roof — these apparently built about the same time. Window proportions reflect the older buildings opposite.

The blocks either side are recent buildings. To the east is Beaumont House, with flats above still-empty shop units. Yellow London stock brick is used, but marred by clumsy precast concrete trims which attempt a mildly post-modern pastiche of classical architecture which is marred by ugly joints and a crude scale of detailing. A penthouse of high-pressure laminate cladding is set back under a large projecting flat roof, in contrast to other buildings in the area.

On the far side of Heath Gardens a new building is nearing completion, 159 Heath Road to be called Twickenham House. This too uses yellow stock brick, and the image on the hoarding suggests it too will have unsightly crude concrete detailing, including some incoherently applied strips to the far corner. However, where it has emerged from scaffolding, neither brick colour nor detailing seem to be like this. Again there are three storeys with a set-back penthouse.

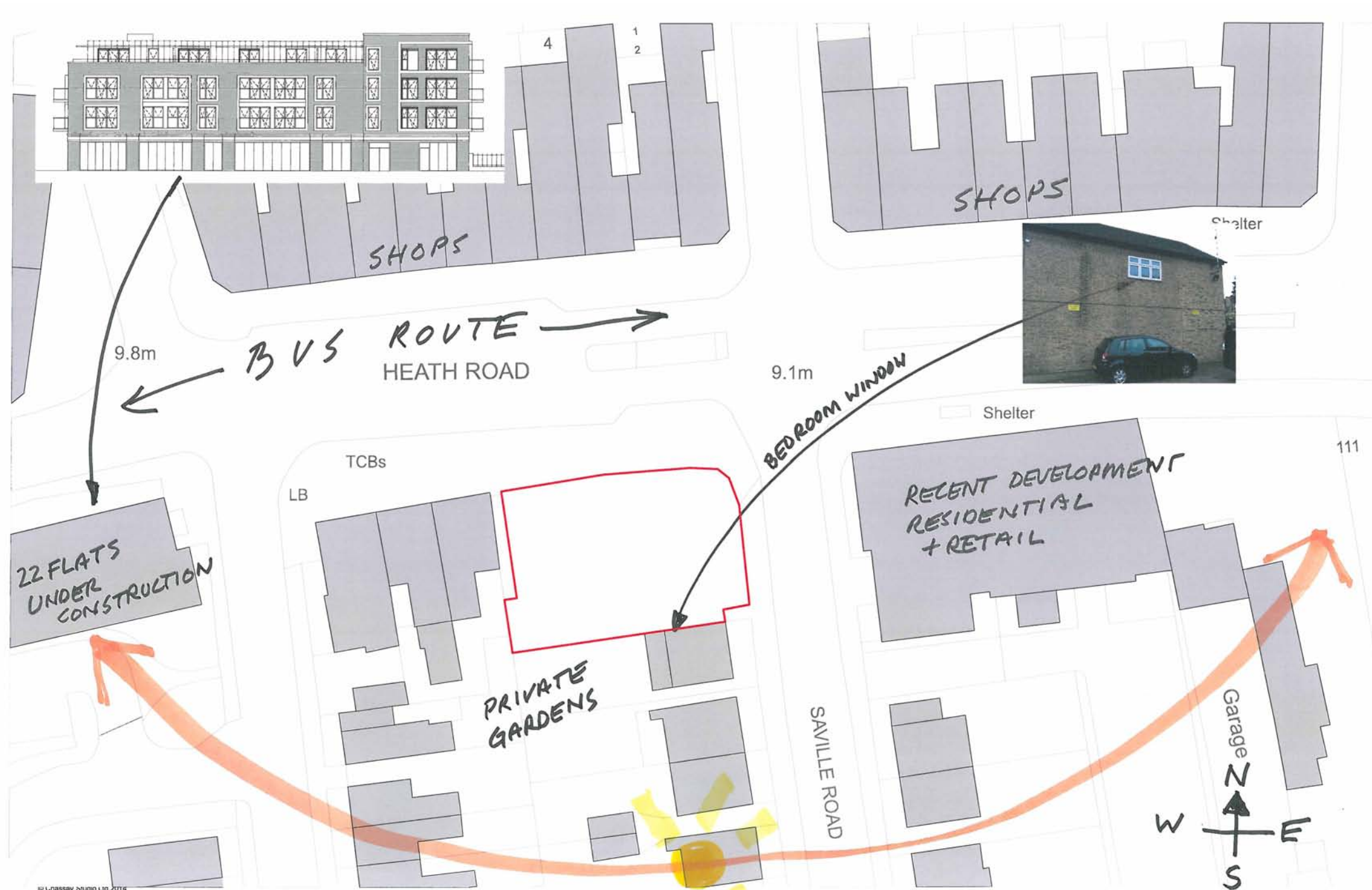
Heath Road is a mix of Edwardian and inter-war homes, both typical semi-detached homes, unpretentious and well designed. Materials include a lot of render, some pebble-dashed, with some facing brickwork, mostly red. Heath Gardens has a late Victorian version of the same idea, with varied house forms mostly in yellow or buff brick with red brick trim.



BUILDING UNDER CONSTRUCTION ONE BLOCK FURTHER WEST

The brief is to make better use of the site with a mixed-use development of modern commercial space and new flats.

- make a lively frontage along Heath Road
- complete the frontage currently broken by advertising hoardings
- make the change from civic scale along the main street to the domestic scale behind.
- enhance the 'greenness' of the site in terms of appearance, sustainability and biodiversity.
- make best use of the southerly aspect without compromising the privacy of neighbours.
- provide adequate parking
- make allowance for a bedroom window on the boundary added to No 2 Saville Road in 2002
- make allowance for the existing recycling centre
- ensure that no part of the building obstructs land currently used as public pavement.







DESIGN SUBMITTED TO FIRST PRE-APPLICATION MEETING



DESIGN SUBMITTED TO SECOND PRE-APPLICATION MEETING



DESIGN SUBMITTED TO THIRD PRE-APPLICATION MEETING

**09 March 2016 first pre-application meeting & feedback**

Initial scheme made an interesting play of levels and set-backs, culminating in a pavilion at the corner. The architects argued that a number of recent building adhering rigidly to three-stories plus setback have produced a dull uniformity. The design is richly modeled with balconies carved in and out and a varied roof line —not just flats with a repetitive balconies but a collection of shapes akin to a hill village. It was agreed that a corner feature might be justifiable, to bring variety and dynamism to the design. A lightweight appearance would be important in this element.

The accommodation was 14 flats including family units at ground floor level. Officers advised that family units are not recommended in this location, 1 & 2 bedroom flats are encouraged. Also that on-site parking was required despite the town-centre location.

**25 April 2016 second pre-application meeting & feedback**

This design included parking and retail at ground floor, plus twelve, eleven 1 & 2 bedroom flats plus a larger penthouse unit. Rooftop allotment gardens were proposed for the residents, supervised by the living room of the duplex flat on the same level.

The communal amenity spaces were approved, and solar panels used to ensure privacy of neighbours. Further privacy measures were required, and consideration given to ways of 'greening' the courtyard.

This design, like the first, attempted to address both roads. Officers advised that this made an unsatisfactory relationship with the neighbouring buildings on each side, and the accommodation should be either pulled back or stepped down in each case.

**16 May 2016 third pre-application meeting & feedback**

In re-designing the building to cut away from the neighbours the form was simplified and both the number and size of flats reduced. The design officer felt that the projecting upper floor should not extend the full length of the Heath Road façade. The architects had already considered this point and tabled amended plans which were well received.

The curved rear extension along Saville Road has been deleted and the penthouse pulled back; oriel windows were introduced on the south facade to control overlooking. More details of materials, features and planting were requested to capture the design quality of the design. A public exhibition was advised.