



Greggs Bakery / Twickenham
Design and Access Statement

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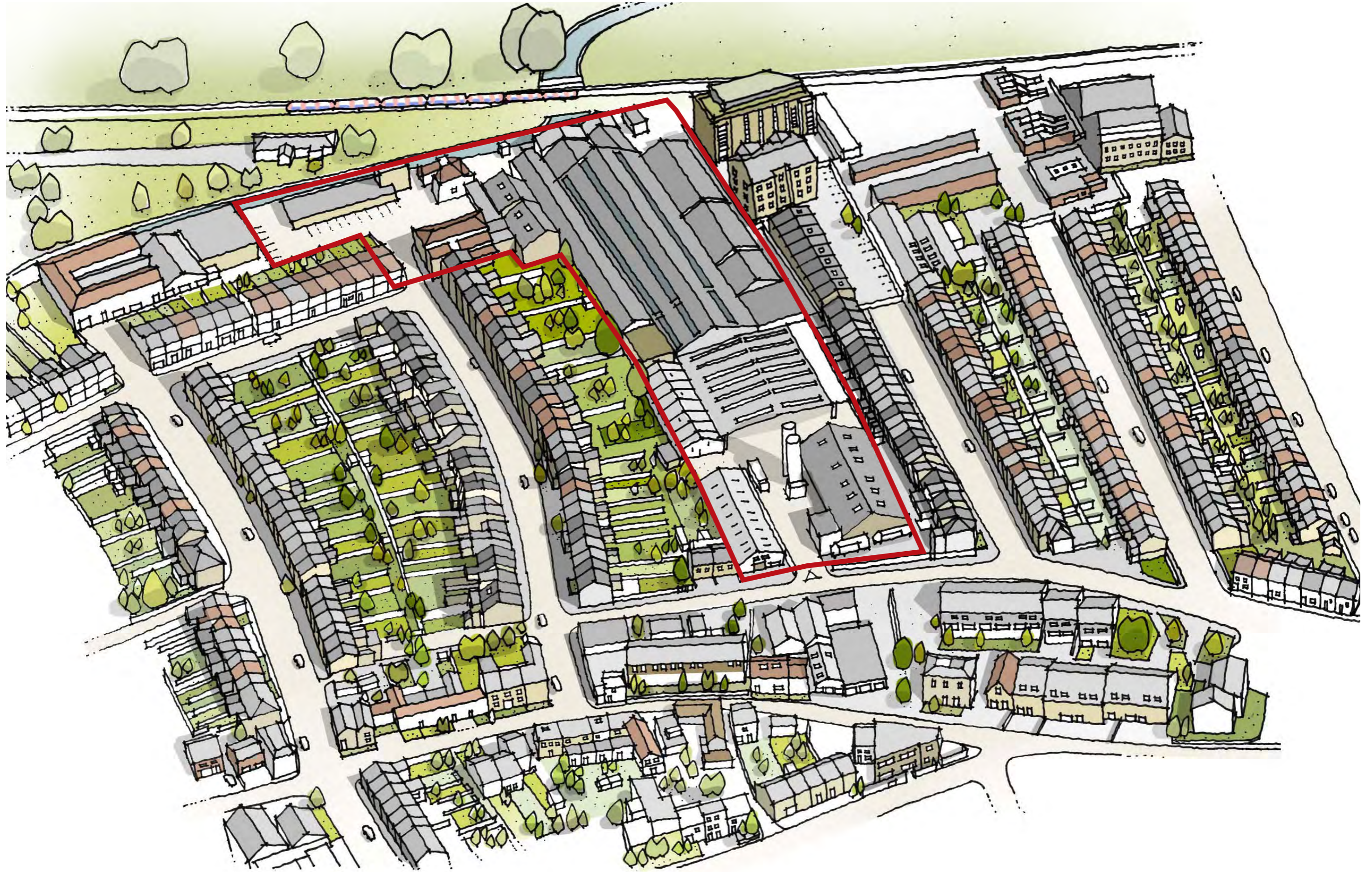
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1.1 The purpose of this document

This Design and Access Statement has been prepared by Assael Architecture on behalf of London Square, in support of their Full Planning Application for the comprehensive mixed-use redevelopment of the Greggs Bakery site in Twickenham, London Borough of Richmond upon Thames (hereafter 'the site').

This report explains the design principles and concepts on which the development proposal is based and how these will be applied in the individual aspects of the scheme. It covers detail on layout, form and massing, as well as landscape and public realm detailing by Assael Exteriors.

1.2 Planning description

Demolition of existing buildings (with the retention of a single dwelling at Gould Road) and redevelopment of the site to provide 116 residential units and commercial floorspace; landscaped areas; with associated parking and highways works and other works associated with the development.

1.3 Executive summary

The proposal is for the comprehensive redevelopment of the single industrial unit previously occupied by Greggs Bakery.

The development of the Greggs Bakery site will offer a total of 116 homes set in townhouses and apartment buildings with heights ranging between 2 and 5 storeys. The residential accommodation will comprise XX affordable homes and XX private homes designed for sale.

The design of the public realm will be legible and robust, improving permeability and access throughout the site and also tying in with the surrounding residential developments.

A summary of the key figures are as follows:

Residential

116 units in total

32 x 1 bed apartments (28%)
 30 x 2 bed apartments (26%)
 3 x 3 bed apartments (3%)
 65 total apartments

5 x 2 bed townhouses (4%)
 35 x 3 bed townhouses (30%)
 11 x 4 bed townhouses (9%)
 51 total townhouses

11,740 sq m Residential GIA (126,372 sq ft)
 882 sq m Ancillary GIA (9,278 sq ft)

B1 Commercial

175 GIA sq m (1,884 sq ft)

Parking

116 total parking spaces
 1 public car club space

1.4 The professional team

Client

London Square



Architect and masterplanners

Assael Architecture



Planning Consultants

DP9



Communications Consultants

Cascade



Affordable Housing and Viability Consultant

DS2



Transport Consultant

WSP



Structural Engineer/Flood Risk Consultant

Waterman Group



Landscape and Public Realm Consultant

Assael Exteriors



Daylight, Sunlight and Rights to Light Consultant

Point 2 Surveyors



Townscape Consultant

arc Landscape Design and Planning Ltd



Ecology Consultants

Richard Graves Associates



Mechanical and Electrical Engineering

Desco



Means of Escape Consultants

Hoare Lea



Verified Views for Impact Assessment

Cityscape



Acoustic and Vibration Consultant

Paragon



1.5 London Square

London Square was founded in 2010 and specialises in developing homes for London and its surrounding areas.

Their achievements have been recognised by the industry with numerous awards, including 'Newcomer of the Year' at the 2012 RESI Awards and Norwood Property Awards and a bronze award for Best Small Housebuilder at the What House? Awards 2013. A highly experienced team of over 50 staff work from their bespoke headquarters in West London.

Also during 2013, London Square Wimbledon Village won the coveted category of 'Best Family Home' at the prestigious Evening Standard New Homes Awards and Leonard Street in EC2 won silver for 'Best Apartment Scheme' at the What House? Awards.

Today, London Square has 11 first-class development sites in the capital including the highly prized Royal Star & Garter Home site overlooking the Thames in Richmond.

London Square and Assael Architecture collaborated to deliver award-winning (What House? Awards in 2014 and 2015) Rainsborough Square in Fulham. The project comprises a mix of townhouses developed around a new London Square. Traffic free and well-managed, the development has revitalised an old industrial site to create a vibrant, high-quality residential scheme in keeping with the surrounding area.

More recently, London Square and Assael Architecture worked together on Quebec Way in Southwark; this residentially led mixed use scheme provides 95 new apartments and 500 sqm of commercial floorspace on a site at the edge of an area that is rapidly changing from industrial to residential.



The Star and Garter, Richmond Upon Thames



Wimbledon Village, Merton



Streatham Mill, Wandsworth

1.6 Assael Architecture

Assael Architecture is an award-winning practice providing a cohesive suite of architecture, interior design and landscape architecture services to a range of developers, investors and local authorities.

Working across a range of sectors including hospitality, commercial and masterplanning, and specialising in residentially-led mixed-use schemes, our thorough site analysis and responsive design approach ensures the creation of vibrant new communities that are of their place.

Our expertise is most often called upon to realise the full potential and value of complicated and constrained sites, often in sensitive locations. We have therefore amassed many years of experience in the design and implementation of successful new-build mixed-use developments on tight urban brownfield sites, often involving the refurbishment of listed or historic buildings.

We regularly win awards for our projects, treatment of staff and business success. We have won Housing Design Awards, New London Architecture Awards, and The Sunday Times' Architect of the Year Award three times. We won the AJ100 Employer of the Year in 2017, Building Magazine's Good Employer Award for the fourth time in 2018, the AJ's Business Pioneer of the Year Award in 2015, and have consistently been on The Sunday Times Best Small 100 Companies to Work For list. This recognition by our peers is important to us, and drives our continual improvement.



Rainsborough Square, Fulham



Waldegrave Road, Teddington



Quebec Way, Canada Water



Macaulay Walk, Clapham





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Surrounding context of the site

2.1 Introduction

This section reviews the existing character and condition of the site and the surrounding area. Constraints and opportunities of the site are identified as a comprehensive appreciation of the overall site is the starting point for designing a successful place.

2.2 The site

2.2.1 Site location

The site is located in the London Borough of Richmond upon Thames in South West London, within a predominantly residential area. Immediately north of the site is the River Crane, the railway line and a single residential property, and to the south of the site is a car servicing unit. To the east and west of the site are established residential areas and immediately to the north west is 'Crane Mews', a collection of commercial studios, many of which have recently been converted into residential.

2.2.2 Existing site description

The site is approximately 1.1 ha. The majority of the site is linear and sits between two residential terraced streets, Crane Road and Norcutt Road. To the north it wraps around Crane Road and the River Crane, and to the south it borders Edwin Road.

The site currently stands as a single industrial unit previously occupied by Greggs Bakery. The bakery buildings include offices, sheds, production buildings and hardstandings. Two tall silos are prominently located towards the Edwin Road entrance.

There is minimal change in level across the site and the immediate local area. A wall separates the site from the River Crane to the north, which is formed from a reinforced concrete trough.



London Borough of Richmond upon Thames



Existing site plan

2.3 Existing site photography

The following photos show how the site looks today.



1. View towards entrance from Gould Road



3. View looking from Gould Road entrance



Key site plan



2. View looking towards Gould Road entrance



4. View of rear of houses on Gould Road from within the site



5. View from Crane Road looking towards Gould Road entrance



7. View of commercial unit within site adjacent to Edwin Road entrance



9. The railway bridge and the view of playing fields to north of site



6. View of commercial units opposite Edwin Road entrance



8. View looking at the loading area at the south of the site



10. View across Crane River to north of site

2.4 Heritage context

Pre 1900

Pre 1900, the site was vacant and likely used as farm land. The land to the north, west and east was undeveloped and contained few buildings. Edwin Road ran to the south of the site and backed onto housing. South of this, the residential grain was more established due to its closer proximity to the centre of Twickenham town centre. The railway line to the north has been in existence since the mid 1800s, crossing the River Crane at the north of the site in a similar location to the current day.

1900 - 1930

The turn of the century saw the majority of the land around the site developed into the rows of terrace housing that still dominate the local area. However, the site was not developed and remained vacant, except for the north west corner, accessible from the corner of Crane Road and Gould Road. This was likely populated by small-scale industrial buildings, although the early use of these buildings is unknown.

1930 - 1950

During the inter-war period, a large laundry was erected on the south of the site, with access from Edwin Road. The industry remains in the north west corner and the remainder of the site is used as allotment gardens. These uses remain until after World War II.

1950 - 1970

By 1950, a bakery was established on the site, known as Coombe Bakery of St Julian Works. By 1960, this Bakery had taken over the majority of the land that was previously used as allotments.

The laundry remained at the south of the site but another works unit (still in existence and currently used by an engineering firm) was built adjacent to this, also with access from Edwin Road.

The area south of the railway around the site was now populated with works units infilling and unused land between housing.

During the late 1960s, the site was developed by the bakery and a number of extensions and sheds were added, as well as the silos at the south of the site.

1970 - 1990

During the 1970s, a covered van area is added. More development occurs during this period, including in 1981 when a single storey office building is added to the site. The Bakery took over the laundry building and by the 1980s the built area on the site was similar to its current state.

1990 onwards

In 1994, Greggs, a Newcastle-based bakery firm, bought the site from Allied Bakeries to use for production facilities to supply their shops in south and west London.



1871



1898



1938



1952

2.5 Surrounding uses

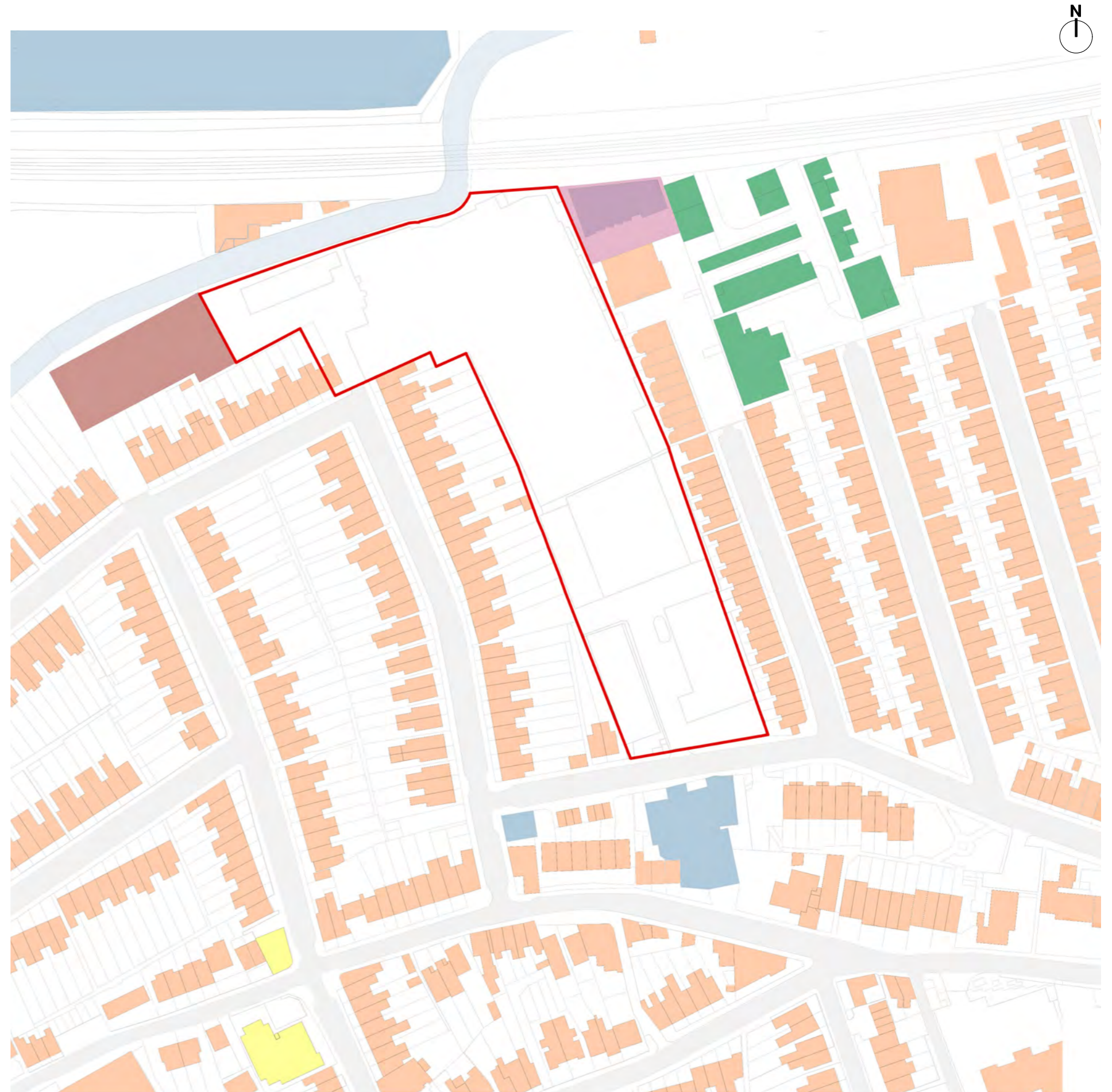
The immediate surrounding area to the site is predominantly residential, with pockets of commercial and light industrial buildings. This includes a substation to the east of the site, as well as some low-rise industrial units. An area immediately to the south of the site includes workshops and car servicing garages.

Above the railway to the north of the site is Craneford Way, a public recreation ground and play area, neighboured by a council depot and waste handling facility depot owned by the London Borough of Richmond upon Thames. North of this is The Stoop, the sports stadium of the Rugby team Harlequins, which has capacity of approximately 15,000.

Crane Mews, to the west of the site, is a mixed use development that includes studios and small-scale businesses. This redundant factory building has been reused and developed to create a gated mews style development. Over recent years, a number of the commercial studios have been converted to residential units.

The site is a short distance from two community buildings to the south, one run by the Salvation Army.

The site immediately adjacent to ours at the north east corner recently gained approval for student accommodation.



Surrounding uses diagram

Key:

- Community
- Residential
- Mixed use
- Commercial / office
- Light industrial
- Substation
- Approval for student accommodation

2.6 Flood risk

Introduction

The Waterman Group has been appointed to undertake a Flood Risk assessment which has been submitted in support of this application. The following text summarises the current site situation.

Tidal & Fluvial

The nearest watercourse to the Site is the River Crane which runs along the northern boundary of the Site. However, according to the Environment Agency's online Flood Map for Planning (Figure 1), the Site is located within Flood Zone 1 which denotes a low probability of tidal and fluvial flooding.

As the Site is located in Flood Zone 1, there would be no restrictions on the location of development.

Pluvial

Review of the EA's Risk of Flooding from Surface Water maps (Figure 2) indicates that the Site is generally at a 'very low' risk of surface water flooding. However, there are some small areas of ponding shown to be at a 'low' and 'medium risk of flooding. Further interrogation of the EA's mapping indicates this flooding is expected to be below 300mm in a 1 in 100 year event.

The risk of surface water flooding has been investigated in further detail in the Flood Risk Assessment that accompanies this planning application.

Proximity to River Crane

The EA are likely to request the development proposal to be located outside the 8m byelaw margin from the edge of the River Crane.

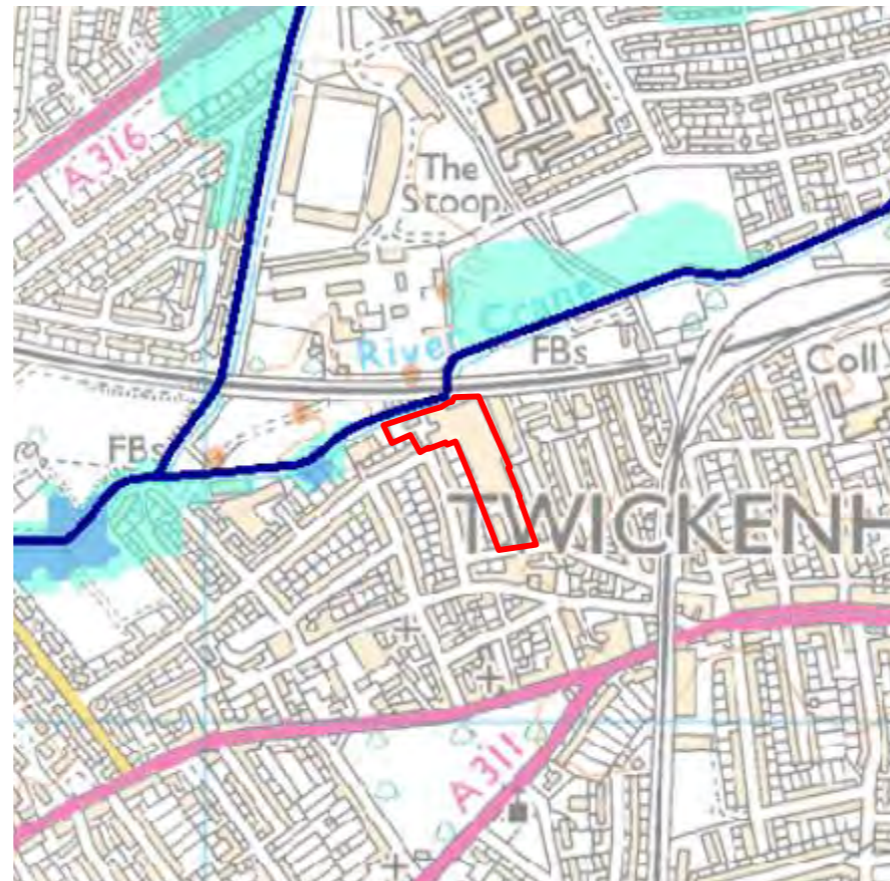


Figure 1: Environmental Agency Flood Map for Planning

Source: <https://flood-warning-information.service.gov.uk>



Figure 2: Environmental Agency of Flooding from Surface Water Map

Source: <https://flood-warning-information.service.gov.uk>

Key:

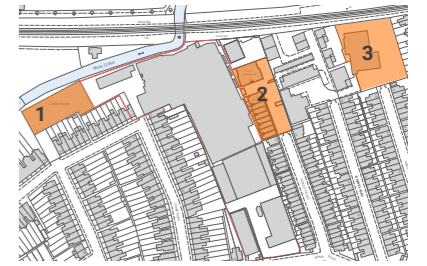
- Site location
- Flood Zone 3: High Probability of flooding from rivers or the sea, without the presence of defences
- Flood Zone 2: Medium Probability of flooding from rivers, or the sea, without the presence of defences
- Flood Zone 1: Low Probability of flooding from rivers of the sea
- Food defenses
- Areas benefiting from flood defenses
- Main River

Key:

- Site location
- High Risk (1 in 30 year or greater)
- Medium Risk (between 1 in 30 and 1 in 100)
- Low Risk (between 1 in 100 and 1 in 1000)
- Very Low Risk (1 in 1000 year or less)

2.8 Surrounding and emerging context

The surrounding context includes established residential neighbourhoods as well as a number of developments that have been recently consented or built in the last 15 years. These are summarised as follows:



1. Crane Mews

Completed in approximately 2010, this is a conversion to a mix of live/work SME units immediately adjacent to the site. The majority of these have now been converted to residential. All are arranged around pedestrian mews - accessed under an archway. The majority have access to the river, or a private patio.



Photos of Crane Mews

2. Norcutt House

This terrace of 10 houses and a three storey apartment block containing 11 apartments was completed in the mid 2000's. The site was previously industrial land. The houses are two storey with a pitched roof and have a shared surface road and parking arrangement. Student accommodation has recently been approved at the end of this development.



Photos of Norcutt House and terrace houses

3. Athelstan Place

This converted warehouse was completed in roughly 2011. It retains the industrial aesthetic of the previous building and has used high quality materials and details. It has a shared surface road and parking arrangement with doors directly of the street similar to a mews development.



Photos of Athelstan Road