



Design and Access Statement

Ref: 200001 – George Street, Richmond – D&AS

9-10 George Street, Richmond, TW9 1JY

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## INTRODUCTION

This document has been prepared to support a planning application on behalf of Carlford Properties Ltd., in respect to the proposed development of 9-10 George Street, Richmond.

The Key elements of the proposal will involve:

- Change of use class from flexible A1 and / or A3 to C3 for the partial of ground floor and first floor and above.
- Partial demolition of existing roof to no. 10 George Street.
- Alterations to façade to no. 9 George Street.
- Alterations to the Side and rear facades.
- New shop fronts to no. 9 & 10 George Street.
- 2no. new floors to no. 9 George Street with Mansard roof.
- Internal alterations to the ground floor and first floor.

The proposal makes an appropriate and efficient use of the existing building while also making a positive contribution to the character and appearance of the area.



#### SITE & CONTEXT

##### - Site location

Located on George Street, the main high street in Richmond. The site is located within Richmond town centre, approximately 550m southwest of Richmond Station and nearest bus stop is within 150m, which serves numerous buses. It backs onto a lane which acts as a service access for bin and egress for several neighbouring properties, which the occupiers have a legal right of way.

< Location Aerial Plan & Its Wider Context.

- Existing Buildings

The existing building comprises of a two-storey retail unit.

The building comprises two amalgamated units, with scale and appearance are of two distinctly different facades and levels to George Street and single storey sloped roof to the lane at the rear.

9-10 George Street is not a listed building nor locally listed building. It is not included within the relevant Conservation Area Statement as an 'important feature' or a 'detracting one'. Therefore, it can be considered to not form specific contribution to the Conservation Area in which it forms part of.

< Site Photo 1.



< Site Photo 2.



- Surrounding Context

George Street is located on the key arterial route through Richmond Town Centre and within the Richmond Conservation Area no.17, with access to amenities that a busy high street has to offer. The area has defined shopping frontage, with offices and / or living above. The surrounding area comprises of public greens, parks and promenade next to the river Thames.

< Aerial Photo 1.






## ANALYSIS

### - Site Analysis

Several opportunities and constraints affecting the existing site informed the design of the proposed scheme:

- Located within a conservation area.
- Staggering building lines / heights along Georges Street.
- Rights to light.
- Relationship to adjacent / neighbouring buildings.
- Use class.

< Site Plan with analysis

-  Bin location
-  Sun direction
-  Towards public transport



#### - Character

The existing building and neighbouring buildings on George street are noteworthy for its wide variety of forms, high quality materials, architectural styles and exuberant individual buildings, that form part of the conservation area. Building heights vary from 2 to 5 stories, which benefits the existing townscape by not having one building dominate another.

Material used throughout the high street range from red, yellow and black brick, stucco (decorative and plain), stone, timber, tiled / lead / zinc roofs are evenly distributed throughout the area.

Roofs vary from dome, mansard, flat and parapets, with balcony and roof terraces, add to the diverse roofscape of the area.

Shopfronts are generally of high quality, with multiple store frontages that are both individual in material, design and colour palette, which relate well to their parent building, without acting as a pastiche.





- Accessibility and Connectivity

The existing building has a PTAL of 6a. Benefitting from excellent level of public transport services from National Rail, London Overground within 550m and Bus services 150m away with serving numerous locations. Walking and cycling facilities are considered of high quality, wide and well lit.

The site is located very close to shop, restaurants, public houses, schools, entertainment facilities, parks and sports grounds / facilities.

- Previous Planning Applications

There have been a number of previous applications submitted over the years, dating back to the 1970's (shown on Richmond Planning Portal). These have ranged from new shop fronts, extensions, facades, changes to use class and advertisements:

1. Application: 18/0322 – GTD – 27/04/2018 – Change of use.
2. Application: 01/0857 – GTD – 07/06/2001 – Fascia Signage and Projecting Sign.
3. Application: 00/1857 – GTD – 16/08/2000 – Fascia Signage and Projecting Sign.
4. Application: 00/1853 – WNA – 10/07/2000 – Internal alterations.
5. Application: 96/0564/FUL – GTD – 24/04/1996 – New shopfront.
6. Application: 94/0493/FUL – GTD – 16/06/1994 – Two story retail development with new façade to no. 9 George Street.
7. Application: 94/0584/CAC – GTD – 16/06/1994 – Demolition of part of existing building.

## HERITAGE STATEMENT

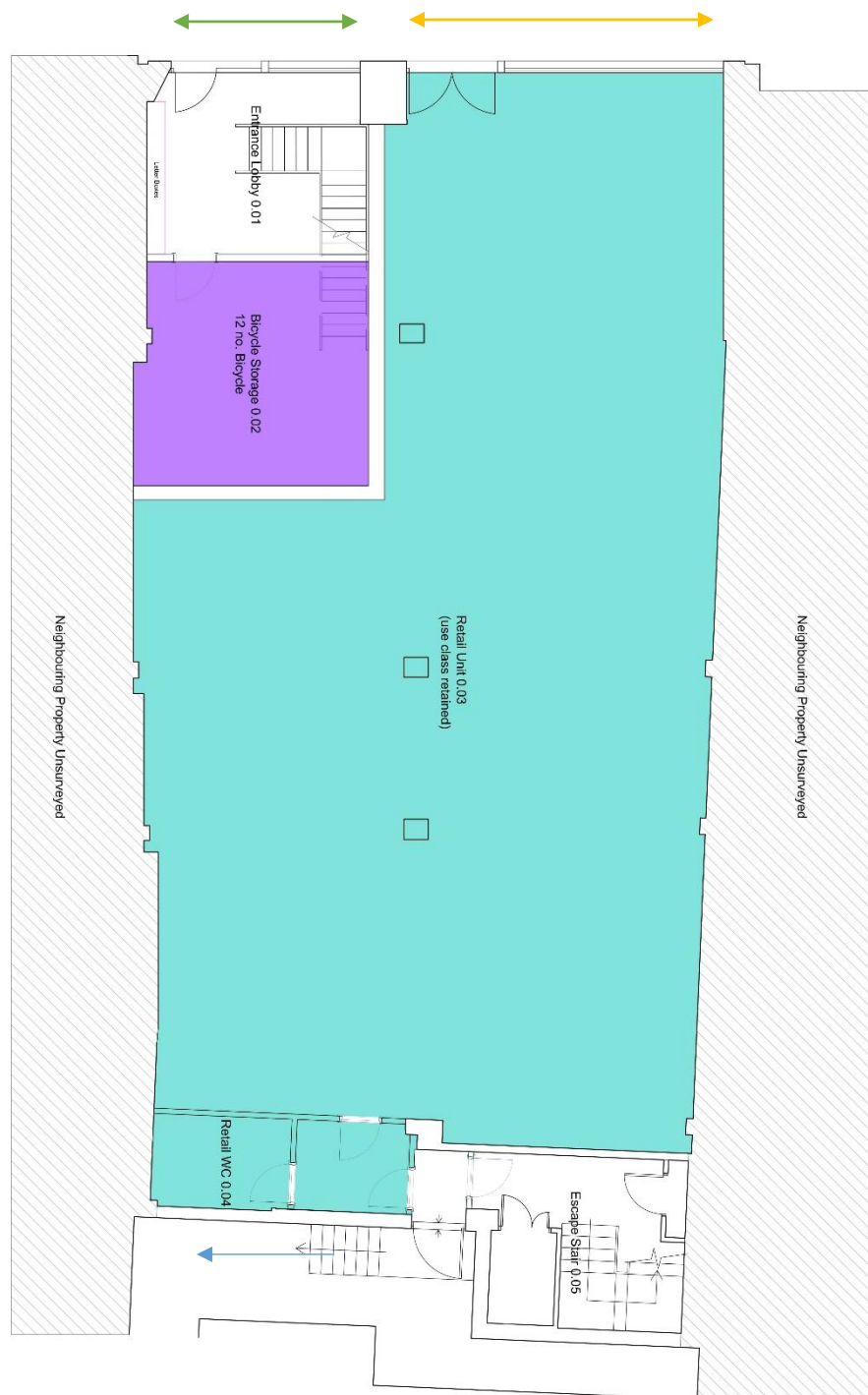
Information is provided in a separate report prepared by Pegasus Group.

## DESIGN DEVELOPMENT

### - Key Drives

The form and layout of the scheme has been informed by the surrounding context and utilises sensible urban design principles. Consequently, the arrangement is due to the existing streetscape and building lines, relationships with neighbouring properties, light, movement and amenity. A series of 'key drivers' in terms of positioning the internal alterations and the new built form, have resulted in the proposed building layout.

1. Main uses and street frontage: Ground floor is predominately for commercial use, with much of the shopfront retained for the retail space.
2. Pedestrian residential entrance located off the George Street.
3. Residential units above ground floor.
4. Service to the rear are maintained.
5. Respecting the existing character and sensitivity creating an addition that reflects both visually and physically to its surrounding context without acting as a pastiche.



## PROPOSED LAYOUTS, FORMS, SCALE AND MASSING

### Proposed Plans

#### - Key points

Subdivide the existing retail unit that respects the existing shopfront configuration. While also maximising the retail unit. Provide a welcoming pedestrian entrance via George Street, to the residential units above.




Provide a cycle storage.

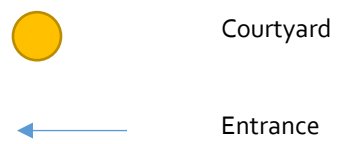
Change of use class from flexible A1 and / or A3 to C3 for the partial of ground floor (Residential entrance).

Retain use class for the retail space.

Retain access to existing lane to both retail and residential units for bin storage.

< Ground Floor Plan.

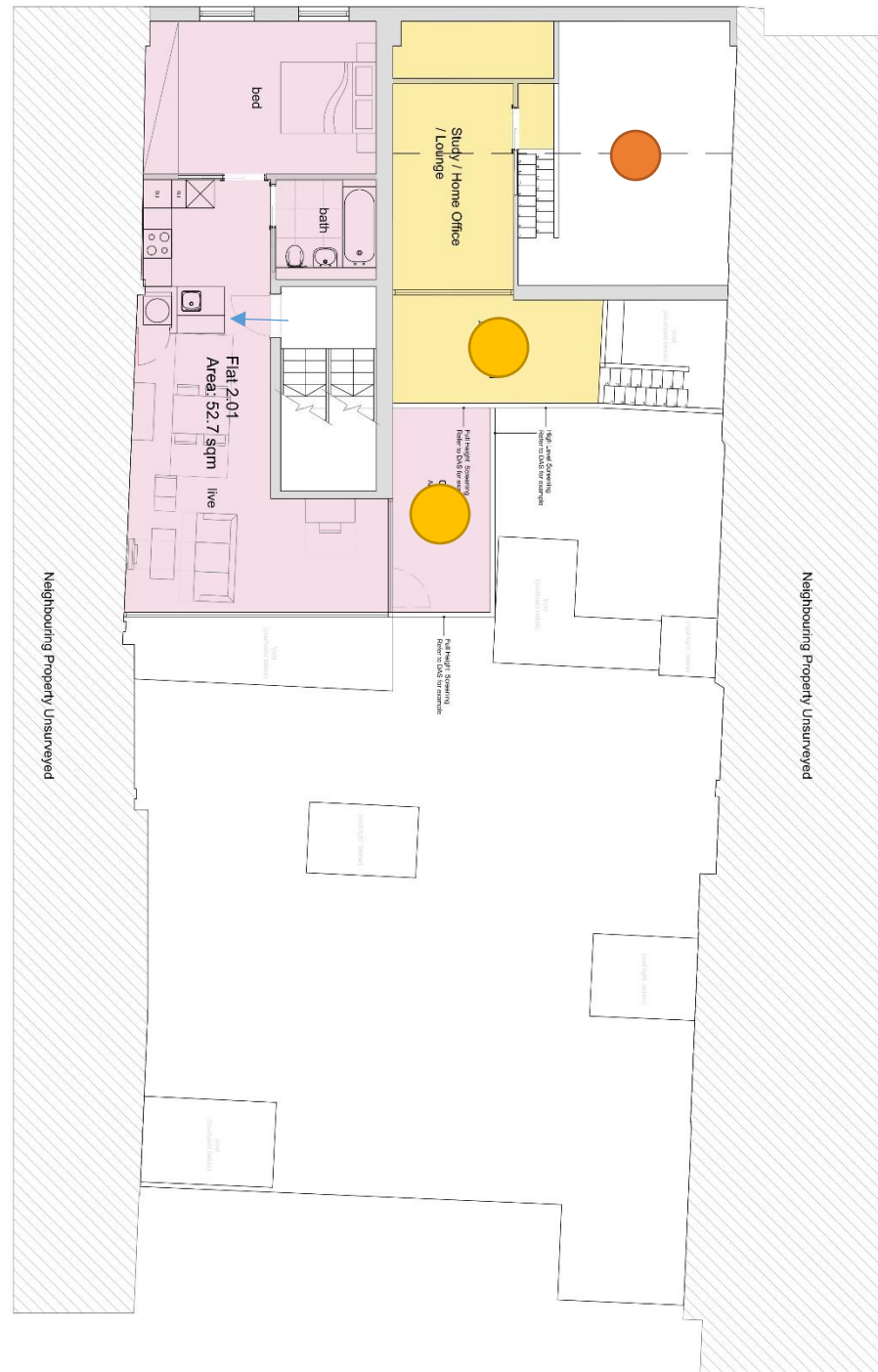
-  Retail entrance / street frontage
-  Residential entrance
-  Existing bin store / secondary escape route






- Key points

- Subdivide the existing retail unit into 4no. residential units to / and above London Plan Space Standards.
- Change of use from flexible A1 and / or A3 to C3.
- Create generous outdoor courtyards with fully openable doors to connect the inside out.
- Internal layouts arranged to maximise light.
- Internal layouts arranged to create generous living and working from home space.
- Courtyard layouts arranged to minimise overlooking.

< First Floor Plan.

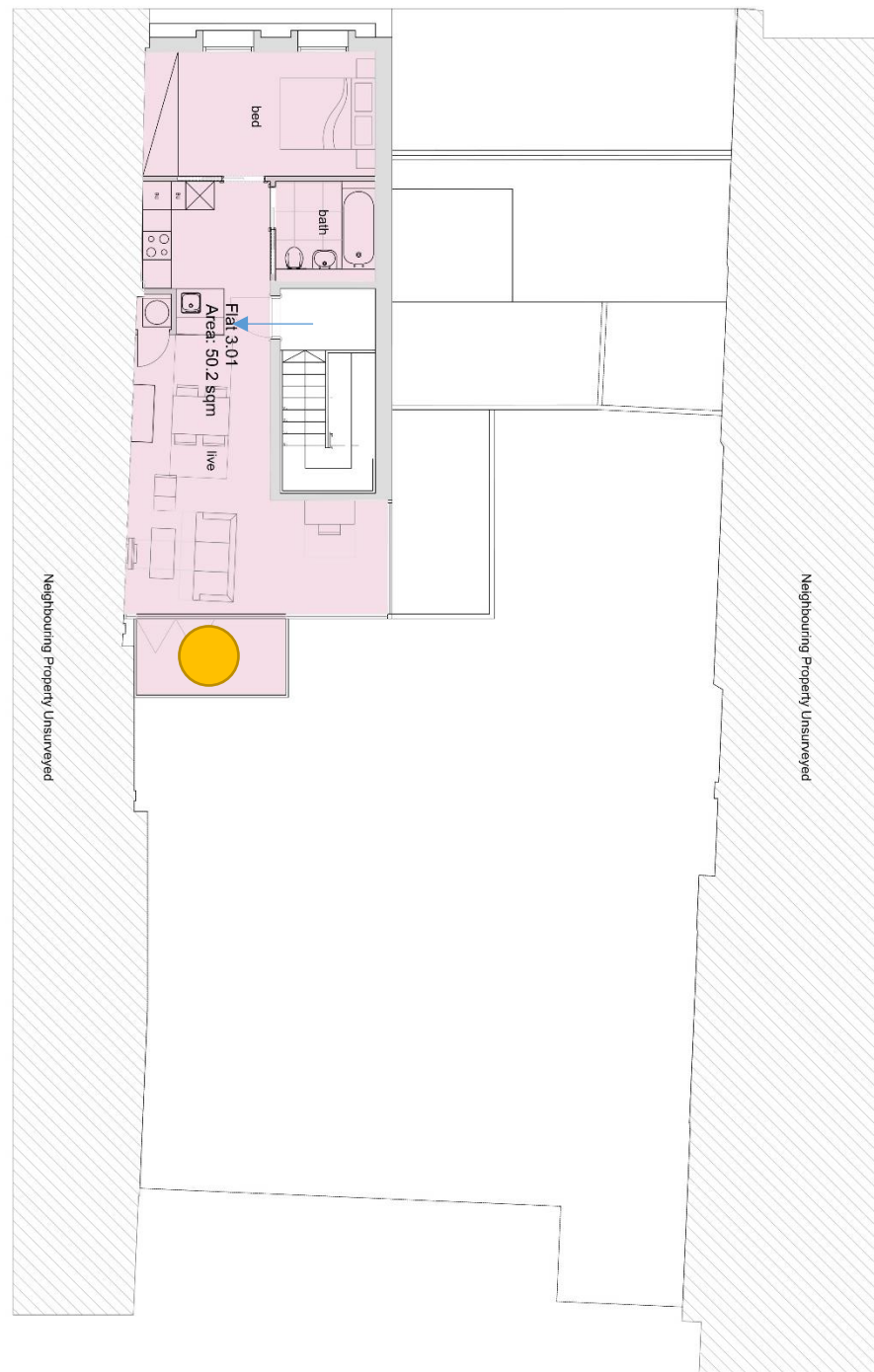


-  Courtyard / Terrace
-  Entrance
-  Double height space

- Key points

- Create residential unit above no.9.
- Incorporate the existing retail unit roof (no.10) into residential unit below to / and above London Plan Space Standards.
- Change of use from flexible A1 and / or A3 to C3.
- Create generous outdoor terraces with fully openable doors to connect the inside out.
- Terraces arranged to minimise overlooking.
- Internal layouts arranged to maximise light.
- Internal layouts arranged to create generous living and working from home space.

< Second Floor Plan.



Balcony



Entrance

- Key points

Create residential unit above no.9 within a mansard roof with dormer windows to / and above London Plan Space Standards

Create generous outdoor balcony with fully openable doors to connect the inside out.

Internal layouts arranged to maximise light.

Internal layouts arranged to create generous living and working from home space.

< Third Floor Plan.



- Accommodation Summary

PROPERTY ADDRESS	George Street, Richmond							
Title	Area Schedule							
Date	17.Nov.2020							
Rev	B							
	PROPOSED	TYPE	SqM (NIA)	SqFt (NIA)	SqM (GIA)	SqFt (GIA)	SqM (GEA)	SqFt (GEA)
<b>LEVEL</b>	<b>GROUND FLOOR</b>							
	Retail	Ancillary	240.0	2583	243.0	2616	246.2	2650
	Lobby	Ancillary	18.2	195				
	Bicycle / Refuse Storage	Ancillary	23.6	254				
	Total Residential				62.8	676	66.5	716
<b>TOTALS</b>					305.8	3292	312.7	3366
<b>LEVEL</b>	<b>FIRST FLOOR</b>							
	Flat 1.01	1 Bed (1B 2P)	60.0	646				
	Flat 1.02	2 Bed (2B 3P)	61.0	657				
	Flat 1.03	1 Bed (1B 2P)	50.0	538				
	Flat 1.04	1 Bed (1B 2P)	52.2	562				
<b>TOTALS</b>					285.1	3068	297.7	3204
<b>LEVEL</b>	<b>SECOND FLOOR</b>							
	Flat 2.01	1 Bed (1B 2P)	51.7	556	62.9	677	68.9	742
<b>LEVEL</b>	<b>THIRD FLOOR</b>							
	Flat 3.01	1 Bed (1B 2P)	50.2	540	60.1	647	65.8	708
<b>TOTALS</b>								
Studio	0							
1 Bed	5							
2 Bed	1							
3 Bed	0							
Ancillary	3							
No. Unit	6							
Sq. m	607							
Sq. ft	6,532							
Outdoor Balcony / Courtyards (SqM)	47.2							
Existing NIA (SqM)	559.47							
Existing GEA (SqM)	616.6							

### Proposed Massing Principles and Building Form

As outlined earlier in this document, the guiding principle of the proposed 2 storey addition to no. 9 reflects both visually and physically to its surrounding context. The height of the new addition is approximately 1.6m above the existing ridge line and is lower than its neighbouring building (no.8), and therefore acts subservient to it.



< Diagram – Showing proposal lining with neighbouring building features.



## DESIGN AND APPEARANCE

### Design Intent

Heavy altered in the mid 1990's, no.9 & 10 are not a listed building nor locally listed building. It is not included within the relevant Conservation Area Statement as an 'important feature' or a 'detracting one'. Therefore, it can be considered to not form specific contribution to the Conservation Area in which it forms part of. The proposal has taken into context their enate qualities. The proposal provides a high quality and well-mannered addition to the street scenes, utilising its traditional typologies and materials. The materials (brick, slate, lead and timber) proposed are robust, used extensively in the local area, respect its neighbouring context and yet, architecturally have a residential aesthetic.

Alterations to the existing façade (i.e. new windows) respond directly to the existing propositions of the windows below. While the addition of the second floor is hidden behind the existing façade, the proposed roof is a mansard roof and dormer windows act subservient to the rest of the elevation. This architectural approach acts sympathetically to the language of the existing building, its surrounding context and sits quietly in its surroundings.

The new shopfronts have been refurbished and designed to be traditional and respects the building in which it is fitted and its neighbours, in form, scale and materiality. It has been divided to relate to the buildings' form, making distinctive and of a high standard design. The shopfront has also been designed to create a 'shop like' that is sympathetic to the street scene.



Views and Elevation



< George Street (North East) View.



Views and Elevation

< George Street (South West) Street View.



Views and Elevation

< Golden Court View.

### Materiality

As previously mentioned, the materials chosen are brick, lead and timber. These materials match and / or are informed by the existing façade materials. The proposed shopfronts colour is also defined by the building in which they fit.

- 1 – Brick to match existing
- 2 – Natural slate & Lead
- 3 – Timber (shopfront)



## ACCESS

### Access

The existing building has a high PTAL of 6a, with the railway station and local bus services within 7 minute and 2 minutes' walk respectively, would ensure prospective residents would make the most of public transport opportunities locally. The residential entrance is off George Street, with a 12no. bicycle store off the main lobby, which is deemed appropriate for the area.

Further information is provided in a separate report prepared by Pell Frischmann.

### Accessibility

The development has (where relevant and this stage) and will be designed to be as accessible as possible. The accommodation is designed to meet / above London Plan Space Standards and sufficient manoeuvring space provided within each dwelling as part of BR Part M4(2) & Lifetime Homes criteria.

### Security

The development must be secure and safe for its residents and users. The scheme will therefore seek 'Secure by Design' accreditation.



## SUSTAINABILITY

Where possible, the development is in accordance with The London Plan 2016, the following energy hierarchy has been adhered to in order to determine the most appropriate strategy for the Development: Be Lean, Be Clean, Be Green; And reduce the carbon emissions by 35%.

The scheme takes into consideration the site layout and requirements for the building type to produce a design that incorporates the most appropriate technologies available to the site. This provides a scheme that is commercially viable whilst targeting compliance with all policies applicable to this development.

Further information is provided in a separate report prepared by Energy Consultant.



< Second Floor Plan – Green area - As detailed within the Energy Strategy, PVs of 1900 kWh (approximately 15.90 m<sup>2</sup>) are proposed. These are to be located on the flat roof above the first floor, avoiding conflict with the proposed lightwells / courtyards. Possible location is identified in green, with confirmation subject of detailed design which could be subject of planning condition.

## SUMMARY

This Design and Access Statement has illustrated the design rationale behind the proposals for the redevelopment of no. 9-10 George Street. Creating a new high quality frontage to the existing retail unit on the ground floor and 6no. new dwellings above, which provides living accommodation to London Plan space standards with generous areas of outdoor amenity and complying to latest building regulations / robust details / NHBC, in an established mix use commercial and residential area.

Overall, the scheme seeks to alter and create an appropriate, efficient use of the site and will deliver a sensitive, traditional and contemporary design; that will enhance and sustain the character of the area. The principles put forward here, and the use of recognised guidelines, will ensure that the design is of the highest standard.