



DESIGN AND ACCESS STATEMENT
54 GEORGE STREET
RICHMOND – TW9 1HJ

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1.0 INTRODUCTION

1.1 SUMMARY

This Design and Access Statement has been produced by USL Architects.

The planning application relates to a change of use of the first and second floors of 54 George Street, from its current use class A1 to a residential use class C3. These upper floors were used by the retail company Top Shop in part retail but mainly for staff areas and storage. However due to restructuring of the business via a CVA this branch was closed permanently. The impact of Covid-19 has also paid a toll and despite marketing of the entire building for the past 12 months through initially CBRE and currently GCW (both national specialist retail agents) no offers have been received. Furthermore demand has further reduced during this period of time especially for the upper floors. Therefore it was concluded that the best use of the existing upper parts was to re-purpose the same as appropriate residential accommodation and retain the Ground Floor and the basement area as retail as detailed within this application.

The proposed scheme comprises eight flats from studios to two bedrooms, including refuse storage, an enhanced cyclestore whilst at all times having regard to the conservation area.

The purpose of this document is to provide further information relating to the design and accessibility of the proposed scheme. This statement should be read in conjunction with other material submitted, as well as:

- Planning Application form
- Planning Application drawings (existing, proposed and demolition plans, photo report)
- Planning Statement
- Transport statement
- Affordable Housing Viability Statement
- Sustainability Checklist and Technical Report
- Noise Impact Assessment
- Heritage Statement
- Daylight and Sunlight Assessment
- BREEM Pre-Assessment report

1.2 DESIGN TEAM

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2.0 PART 1 – ARCHITECTURAL CONTEXT

2.1 SITE LOCATION



The property is a three storey end of terrace building with a basement, located on the northern side of George Street on the corner of Brewers Lane in the London Borough of Richmond main Town Centre and was recently rented to the retail company Top Shop whom has subsequently entered into Liquidation via a CVA process and therefore vacated the premises permanently.

Richmond is a highly affluent town, situated 9 miles South West of Central London and 9 miles East of Heathrow Airport with good links to the M25/M3 and M4 motorways. Richmond National Rail and Tube Station provides passengers a direct rail service into London Waterloo and offers District and Overground Services. The subject property is located on George Street, Richmond's High street, surrounded by major retailer including Tesco, Leon, Holland & Barrett and Boots. The area is noteworthy for its variety of high quality and fascinating non-uniform buildings in which the upper floors are mostly occupied by residential and office uses and ground floors by retail companies.



Picture on the right: Post card of George Street from 1920

3.0 PART 2 – OUTLINE PLANNING APPLICATION – LONDON BOROUGH OF RICHMOND UPON THAMES

This section of the statement aims to summarise the analysis undertaken in the design policy documents relative to the new design.

3.1 DESIGN GUIDANCE

- MASSING AND RESIDENTIAL PROPOSED:

The new proposal responds to the Government's target to increase new residential developments by 60%.

As the new proposal is for an existing building without major modifications to the external façade, the massing within the surrounding area does not apply in this case.

The new interior scheme has been designed with a methodical process to highlight and protect the character of the building, whilst enhancing all original sources of natural light to create sustainable, quality accommodation.

- PRIVACY AND OVERLOOKING:

The design team has undertaken careful analysis of all matters relating to residential amenity to consider in full the relationship of the proposed new units to the existing context and built form. The scheme has been carefully designed to provide winter gardens on the north-west elevation (rear) which offers appropriate levels of privacy commensurate with the tight urban context whilst offering amenity spaces to the residents. Further details in relation to privacy and overlooking are set out in the Planning Statement.

- LANDSCAPING – GARDEN SPACE:

Due to the location of the site and the structural restrictions within the subject property there is no opportunity for any landscaping proposal.

However, adjacent to the site are Richmond Green, Old Deer Park/Kew Gardens and Richmond Park. This will provide ample garden and open space for the future residents.

3.2 PARKING AND PUBLIC TRANSPORT

Due to the location and physical restrictions of the building, the design is car free with no additional car parking spaces being created as part of the scheme. The highly accessible town-centre location means it is close to all public transport modes and amenities. The absence of any on-street parking directly outside the property and the size of the units would further discourage private vehicle ownership coupled with the proposed enhanced bike storage and locker facilities creating a more sustainable offering for the borough.

Richmond town-centre has an efficient urban transport system which will allow excellent access to and from the site. The property has a Public Transport Accessibility level (PTAL) rating 6a, which indicates it is highly accessible.

This aspect is investigated further within the Transport Assessment accompanying this application.

3.3 REFUSE AND CYCLE STORAGE

Refuse storage is located at the ground floor on the right of the main entrance of the building on Brewers Lane. The access is via a new door located in the position of a blocked opening with an arched fanlight also blocked up. It is clear from the heritage statement that this was an important opening, probably for deliveries and stables. In order to enhance this element the proposed door has been designed to resemble a set of stable door sited within the original opening for the better appreciation of this façade. This guarantees safe and secure storage of refuse and easy collection of the bins on the appropriate days without access to the main building via Digi-lock. A more detailed drawing of this door is attached within the drawings accompanying this application and highlights the provision of separate bin types to encourage recycling of plastics and food waste as recommended by LB Richmond.

Bin store has:

- 1 bin of 1100 L for non-recycle, 2 bins of 660L for recycle and 1 x 240 litre food waste recycling bin

Cycle store is allocated into the basement. The access is via the existing staircase allocated in front of the proposed residential entrance through a new bike rail to facilitate walking bicycles up or down the stairway. It provides 14 spaces and the same number of changing room lockers.

- 1 per 1 studio
- 2 per (5)1 bedroom flats
- 1 per 1 bedroom flat
- 2 per one 2 bedrooms flat.

4.0 PART 3 – DESIGN PROPOSAL

4.1 DESIGN STRATEGY

4.1.1 CONSERVATION AND INTEGRATION OF EXISTING STRUCTURE

ELEVATIONS

The new scheme proposes to clean all elevations and superfluous items (Signage, cameras, lights and alarms) to enhance the façade and aesthetics of the building. Furthermore all refurbished elevations intend to retain the style of the building through the use of sympathetic materials including timber framed windows. As such the proposal will maintain the overall narrative of the various phases of the building highlighted in the Heritage Statement accompanying this application.

The access to the residential units will be from an existing door on the side **elevation on Brewers Lane** in order to retain the retail appearance of the front and the existing appearance of the return frontage down Brewers Lane. A modern entry-phone system will provide secure access to the proposed residential development. A more detailed drawing of the entrance is attached within the drawings accompanying this application. Previously blocked windows are to be re-opened and brought back to their original state and others reconfigured to provide a more consistent and considered fenestration pattern, leaving the three distinctive façades legible from Brewer's Lane.

On the top floor the existing small mansard roof on the left hand side will be replaced with a brick infill in order to give a better quality of internal space for the proposed flat allocated to this area and also to create a more balanced elevation.

Further analysis shown in the drawings has been conducted regarding the outlook of the proposed flats towards Brewers Lane in order to facilitate the understanding of the relation between the site and the neighbors.

The **front elevation** currently is characterized by the shop front of Top Shop, as previously mentioned the intention of the new design is to retain the shop appearance therefore no changes are planned for this façade.

On the **north-west elevation** (rear) the existing pitched roof structure (currently housing a large water tank on top) will be removed and substituted with a brick infill up to the second floor as can be seen in the proposed section A-A' and elevations. This together with the small infill on the left hand side of it, will provide space and height for the proposed flats and also a more organized and balanced façade which is currently chaotic. The insertion of winter gardens on this side, in addition will provide much needed amenity spaces and will ensure privacy as well as protect these flats from any noise issues created by the presence of the Britannia pub terrace. Further studies have been conducted to ensure a good design via a Noise Impact and Daylight/Sunlight Assessments to guarantee the best solution for the future inhabitants of the building. For this reason winter gardens instead of fully opened balconies have been designed, in order to give the choice to the residents, if to enjoy them as balconies (opening the windows positioned on the front of the façade) or just to relax in a more private location.

On the **north-east elevation** the existing light well will be infill and incorporated into the design as can be seen on the existing and proposed section B-B' and existing and proposed elevation .

PROPOSED MATERIALS

All the new materials to be used will be sympathetic with the style, design, character and appearance of the building and its historical context.

Furthermore the proposed scheme provides for high ceilings and open plan space where possible in order to create high quality residential accommodation, maximize the natural light whilst respecting the original features where appropriate and possible.

The new stairs are designed to minimise walk distances between front doors and ensure best practice for the Fire Strategy and serve all flats on all floors.

Original stairs are retained within the existing rear opening and used as the access to first floor flats and will be refurbished where required.

4.1.2 SCALE

All new flats created reflect the demand within the market of Richmond town-centre and retain the proportion and details of the original building. Design has been carefully considered in order to adapt to the existing structure whilst at all times having to comply with current Planning Policy and Building Regulations.

4.1.3 LAYOUT

All new flats are based on the existing rhythm of the building and the space standard requirement.

At the first floor there will be one studio flats, and three 1 bedroom flats, while at the second there will be three 1 bedroom flats and one 2 bedroom flat, as the provision of mixed small units is more appropriate to the town-centre location which was reiterated within the previous pre-app.

All flats are designed to a high specification and quality to respect the building and location while complying to the space standards as set out by statute. The design has incorporated the existing openings along Brewers Lane in order to maximise light for the residential units and minimise any alterations and impact to this façade. Furthermore the shop-front is proposed in its existing format.

4.1.4 MATERIALS

External Building materials used will be matched with the existing.

Internal walls will be made of structurally lighter materials so as to reduce the impact of weight on the existing structure whilst also maximizing the green credentials of the development with modern insulation and recyclable materials.

4.1.5 SUSTAINABILITY

The development, which consists of a smaller residential scheme, has been designed to ensure that there has been a 35% reduction in Carbon emissions as required by LBRuT for commercial conversions as provided within the documents accompanying this application. In addition, a BREEAM Domestic Refurbishment Pre-Assessment report accompanying this application has been produced.

The assessment highlights that the proposed development at 54 George Street, London could meet a BREEAM Excellent Level of 76.11% if the scheme were to be formally assessed against the BREEAM Domestic Refurbishment methodology.

4.1.6 AFFORDABLE HOUSING

During the Design process the affordable housing requirements have assessed in detail and these have been provided within the statement attached to this application.

CONCLUSION

We believe that the proposed design and change of use would have a positive impact providing much needed housing within the area without any changes in the character and appearance of the building.

For all the above reasons described within this Design and Access statement we trust the council will look positively at this application.

5.0 PART 4 –APPENDIX

5.1 SCHEDULE OF ACCOMODATION

58 GEORGE STREET - GIA							
FLAT	TYPE	LEVELS	Number of bed spaces (persons)	Built in Storage - Sqm	SURFACE Sqm	SPACE STANDAR D SURFACES Sqm	
1	1 BERDOOM	First floor	2	1.7	55.9	50	
2	STUDIO	First floor	1	1.3	41.7	37	
3	1 BEDROOM	First floor	2	1.7	63.4	50	
4	1 BEDROOM	First floor	2	1.7	50.1	50	
5	1 BEDROOM	Second floor	2	1.7	51.3	50	
6	1 BEDROOM	Second floor	2	1.9	50.2	50	
7	1 BEDROOM	Second floor	2	1.5	57.5	50	
8	2 BEDROOM	Second floor	4	2.7	77.7	70	
TOTAL					448	407	

58 GEORGE STREET - FLATS TYPE

TYPE	NUMBER
STUDIO	1
1 BEDROOM	6
2 BEDROOM	1

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