



Assael

**D&A**

**Greggs Bakery / Twickenham**  
Design and Access Statement



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## **1.0 Introduction**

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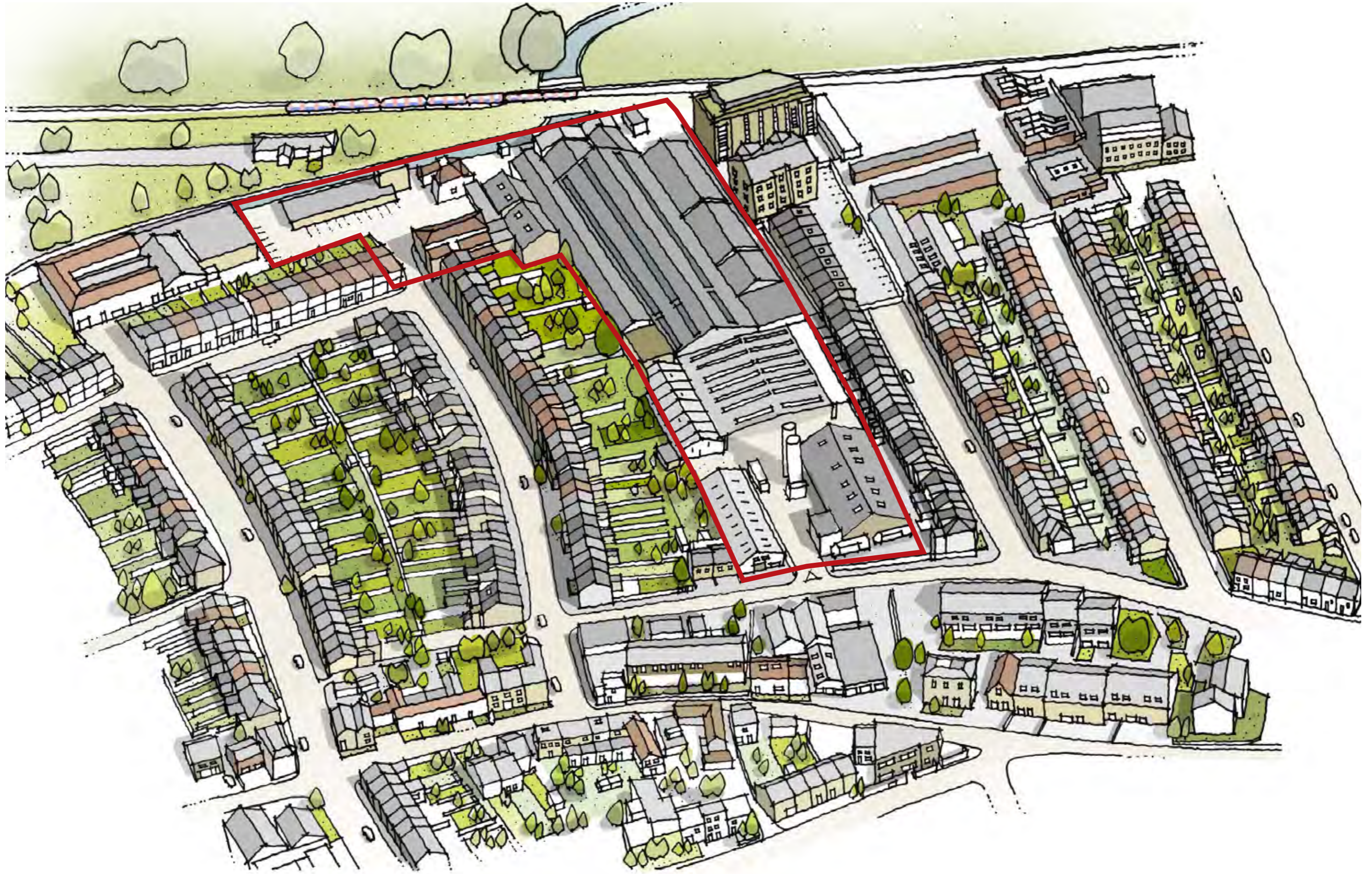
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Existing site - aerial sketch

## 1.1 The purpose of this document

This Design and Access Statement has been prepared by Assael Architecture on behalf of London Square Developments Ltd, in support of the Full Planning Application for a 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, massing and access, as well as landscape and public realm by Assael Exteriors.

## 1.2 Planning description

Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 97 residential dwellings and 1000 sq m industrial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works

## 1.4 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 provide an industrial building (use class E) of 1000 sq m (10,764 sq ft) and 97 homes comprising townhouses and apartment buildings with heights ranging between two and five storeys.

A summary of the key figures are as follows:

### Residential

#### 65 total apartments

33 x 1 bed apartments (34%)  
28 x 2 bed apartments (29%)  
4 x 3 bed apartments (4%)

#### 32 total townhouses

5 x 2 bed townhouses (5%)  
27 x 3 bed townhouses (28%)

#### 97 total homes

33 x 1 bed (34%)  
33 x 2 bed (34%)  
31 x 3 bed (32%)

#### Areas and density

265 hab rooms per hectare (hr/ha)  
86 dwellings per hectare (dph)

9,136 sq m Residential GIA (98,342 sq ft)  
853 sq m Ancillary GIA (9,181 sq ft)

#### Industrial

1000 sq m flexible E use class industrial GIA (10,764 sq ft)

#### Parking

83 residential car parking spaces (8 accessible)  
22 industrial car parking space (5 accessible)  
4 goods vehicle loading bays (accommodating 10m HGVs)  
1 public on-street car-club parking space

196 residential cycle spaces (18 accessible)  
6 visitor cycle spaces (all accessible)  
16 industrial cycle spaces (all accessible)

## 1.3 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

Velocity Transport Planning

### 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



**Assael**



**Cascade**



**VELOCITY**  
Transport Planning



**Assael**



**arc**



**desco**



**Paragon**  
Acoustic Consultants

### 1.5 The applicant

#### London Square Developments Ltd

At London Square, we are dedicated to making London greater. We take our name from the ethos of London's famous squares, the legacy and the sense of community they have created over the centuries. Respectful of the past and inspired by the future, we are committed to shaping exceptional properties that reflect the aspirations of our residents, stimulate thriving communities and set a new benchmark for modern living in the capital.

#### Even greater London

Founded in 2010, we have built our reputation by respecting, understanding and exceeding the needs of our customers. By focusing solely on London and its surrounding areas, we are the specialists in developing homes that truly enhance the capital, delivering much needed high-quality housing and responding to the needs of its residents. Our achievements have been recognised by the industry with numerous awards, including an impressive collection from What House, Evening Standard and RESI. Today, London Square has 17 first class developments in the capital, including The Star and Garter, the highly prized site that overlooks the Thames in Richmond.

Our developments at Streatham Hill and Chigwell are testaments to our expertise in tackling complex, dormant sites where others had failed by providing creative and clever solutions to maximise their potential - building homes and community facilities to transform derelict and neglected areas.

#### A blueprint for London

Having established a base for sustained future growth, our business plan aims to build 1,000 new homes per year, cementing our status as one of London's leading developers. In addition, we are benefiting from the support of joint venture partnership. Our strategic approach is based on the convergence of many factors: combining astute site acquisition, collaborative strategic partnerships and state-of-the-art design and build.

We have the vision to see the potential in sites, whether they are multi-million pound homes in Richmond, stylish city apartments in Bermondsey, or first time homes in leafy Isleworth.

#### A developer with personality

London Square combines the agility and ambition of a young company with the pedigree and track-record of a more established player. We are proud to challenge convention and to leverage our ability to take advantage of opportunities on behalf of our customers. In the highly competitive London property market, speed is everything. We are a responsive, dynamic and decisive team who have come together to create London Square.

#### Innovation in creation

At London Square, one size does not fit all. Each development is created on a bespoke basis, respectful of the location and the community within it.

Selected for their ability to deliver a world-class vision for each scheme, architects are supported throughout the project by a multi-faceted team of professionals including structural and transport engineers, landscape architects, interior designers, building services and sustainability consultants.

#### Concept to completion

The London Square construction team are committed to delivering projects on-time, on-budget and on-quality. Involved in every aspect of a scheme's delivery, from concept to completion, we are driven to ensure that each home with which we are involved is of a standard to delight its occupants.

We are also flexible in the way we work. Our preference is to 'self-build' by procuring specialist trade packages which we manage on site.

Our aim is to achieve 'best value' for the business, which to us means producing a high-quality project, doing it more cost effectively than our competitors and within a reasonable time frame.

The satisfaction of our customers is essential to our success as a company. And we never forget it.

That's why we support our owners throughout their journey, from the moment they reserve a property and for two years after completion.

#### A capital of communities

London is often described as a collection of villages and each London Square development blends a distinct location with a strong sense of community.

Each development is also very different which is reflected in the bespoke and versatile approach we take to each and every one of them.



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 residential-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, usually 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, frequently 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 - with London Square



Waldegrave Road, Teddington - with London Square



Quebec Way, Canada Water - with London Square



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 surrounding area and assesses the constraints and opportunities of the site. A thorough understanding 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 on Edwin Road. To the east and west of the site are established terrace housing and some apartment buildings, 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

There are a range of buildings covering the site, which comprises an area of 1.1ha. The majority of the site is covered by a single storey industrial shed, which extends close to the full width of the site, alongside large extract equipment. There are also a number of associated two and three storey commercial buildings across the remainder of the site that have been developed in a piecemeal way over time.

The existing buildings have reached the end of their life cycle and are unsuitable for alternative industrial uses, and the site is now fully vacant. The site is subsequently deemed surplus to Greggs' requirements and Greggs have moved their operations to a more suitable site due to the long-standing highways, access and amenity issues associated with this location.



London Borough of Richmond upon Thames



Existing site plan

### 2.3 Existing site photography

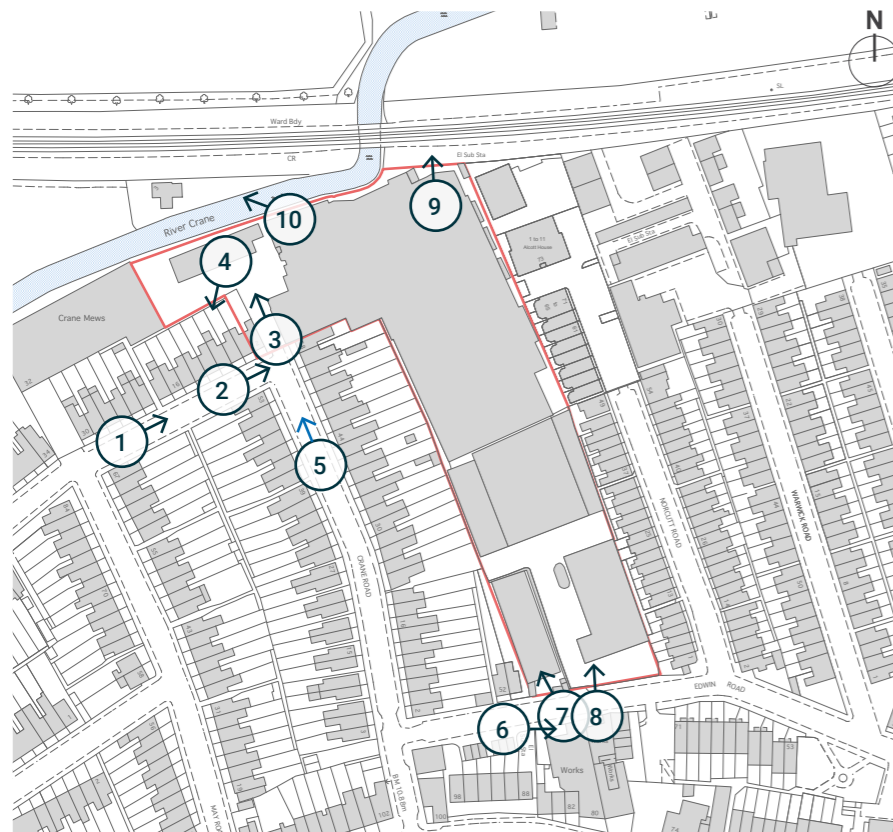
The following photos show how the site looks today from key locations.



1. View looking north east towards entrance from Gould Road



3. View looking north west from Gould Road entrance



Key site plan



2. View looking north east towards Gould Road entrance



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



5. View looking north west from Crane Road looking towards Gould Road entrance



7. View looking north west of the commercial unit within site adjacent to Edwin Road entrance



9. View looking north towards railway bridge and the playing fields to the north of site



6. View looking east of commercial units opposite Edwin Road entrance



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



10. View looking north west across Crane River to north of site

2.3.1 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 the 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.

2016

Greggs vacated the site which has been vacant ever since.



1871



1898



1938



1952



## 2.4 Surrounding uses

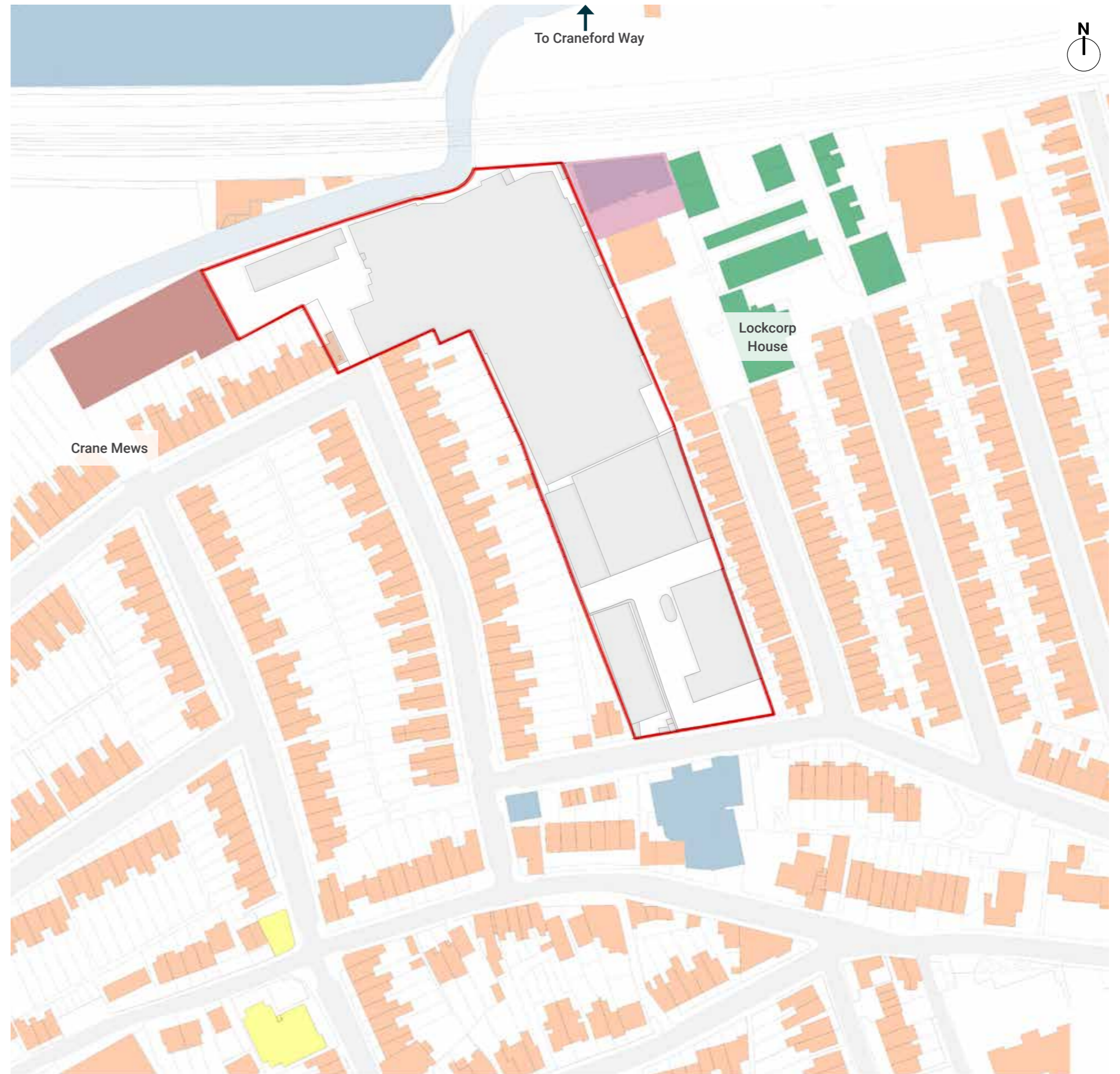
The immediate surrounding area to the site is predominantly residential, with pockets of commercial and light industrial buildings. This includes a substation to the east of the site, as well as some low-rise industrial units. An area immediately to the south of the site includes workshops and car servicing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

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 a capacity of approximately 15,000 people.

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 homes.

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

Lockcorp House, which lies immediately adjacent to Greggs at the north east corner, gained permission in June 2020 for 15 affordable apartments (LPA ref. 19/2789/FUL). This site is currently occupied by a two storey commercial building.



Surrounding uses diagram

- Key:
- Community
  - Residential
  - Mixed-use
  - Existing Greggs buildings
  - Light industrial
  - Substation
  - Approval for affordable housing

## 2.5 Flood risk

### Introduction

The Waterman Group has been appointed to undertake a Flood Risk Assessment and Drainage Strategy, which has been submitted in support of this application. The following text summarises the current site situation regarding flood risk.

### Tidal & fluvial

The nearest watercourse to the site is the River Crane, which runs along the northern boundary of the site. However, the Environment Agency's online Flood Map for Planning (Figure 1) shows that 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 or nature of ground floor uses.

### Pluvial

A 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 the River Crane

The development proposal has been designed to be located outside the 8m EA byelaw margin from the edge of the River Crane.

The proposals' layout and uses were considered acceptable by the EA for the refused application.

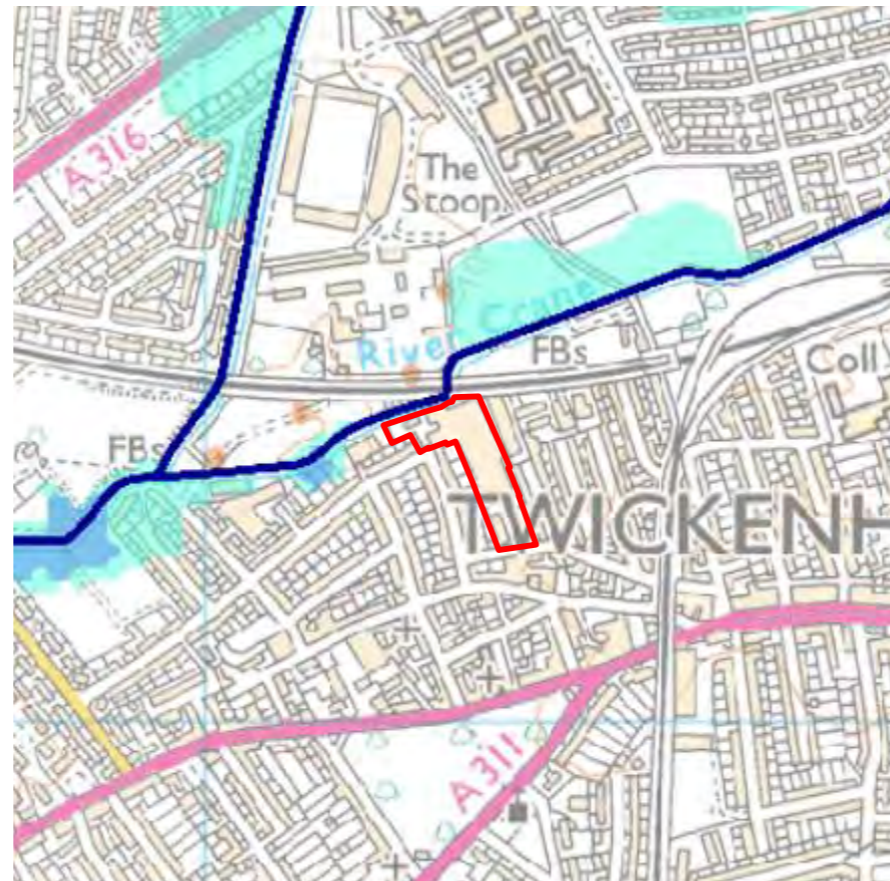


Figure 1: Environment Agency Flood Map for Planning

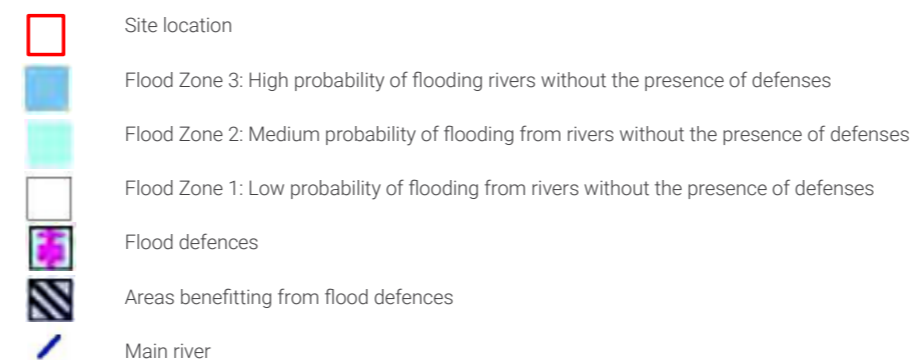
Source: <https://flood-warning-information.service.gov.uk>



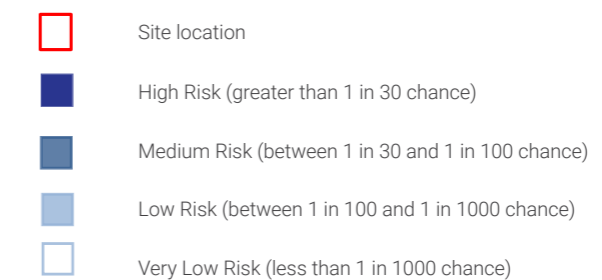
Figure 2: Environment Agency of Flooding from Surface Water Map

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

Key:



Key:



## 2.6 Transport, access & parking

### Public transport

The site has a Public Transport Accessibility Level (PTAL) of 2 at the Gould Road entrance and 3 at Edwin Road. Twickenham railway station is approximately 15 minutes walk east of the site and Whitton railway station is approximately 20 minutes walk to the west. Both railway stations are operated by South Western Railway and provide direct access to London Waterloo. The nearest bus stop is five minutes walk south of the site with three bus connections to various locations in Richmond.

### Vehicle access

There is existing vehicle access from Crane Road that enters into a parking area. A service vehicle access point is located south of the site on Edwin Road which previously provided access to a loading bay utilised by heavy vehicles including articulated lorries. These lorries started deliveries during the early morning and are unsuited to the narrow residential streets, resulting in damage to parked cars, foot-ways and kerbs, as well as concerns about safety for other road users and pedestrians.

### Pedestrian access

The vehicle access points noted above also provide the pedestrian access points. There is currently no route through the site for pedestrians or vehicles.



South West train map



Existing site access

Key:

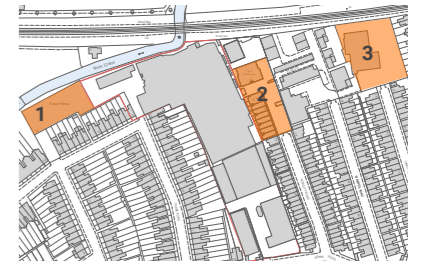
- Entrance / exit for delivery vehicles and service trucks including articulated lorries
- Entrance / exit for cars
- Entrance / exit for pedestrians
- PTAL rating (varies across site)



London bus map

## 2.7 Surrounding & 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 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 a pedestrian mews, accessed under an archway. The majority of the homes 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 building containing 11 homes was completed in the mid 2000s. The site was previously industrial land. The houses are two storeys with a pitched roof and have a shared surface road and parking arrangement. Affordable housing has recently been approved at the end of this development.



Photos of Norcutt House and terraced houses

### 3. Athelstan Place

This converted warehouse was completed in 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 off the street, similar to a mews development.



Photos of Athelstan Place

**4. Lockcorp House**

19/2789/FUL was granted permission on 19th June 2020 and shared the same planning policy designations as the Greggs site. The proposal includes:

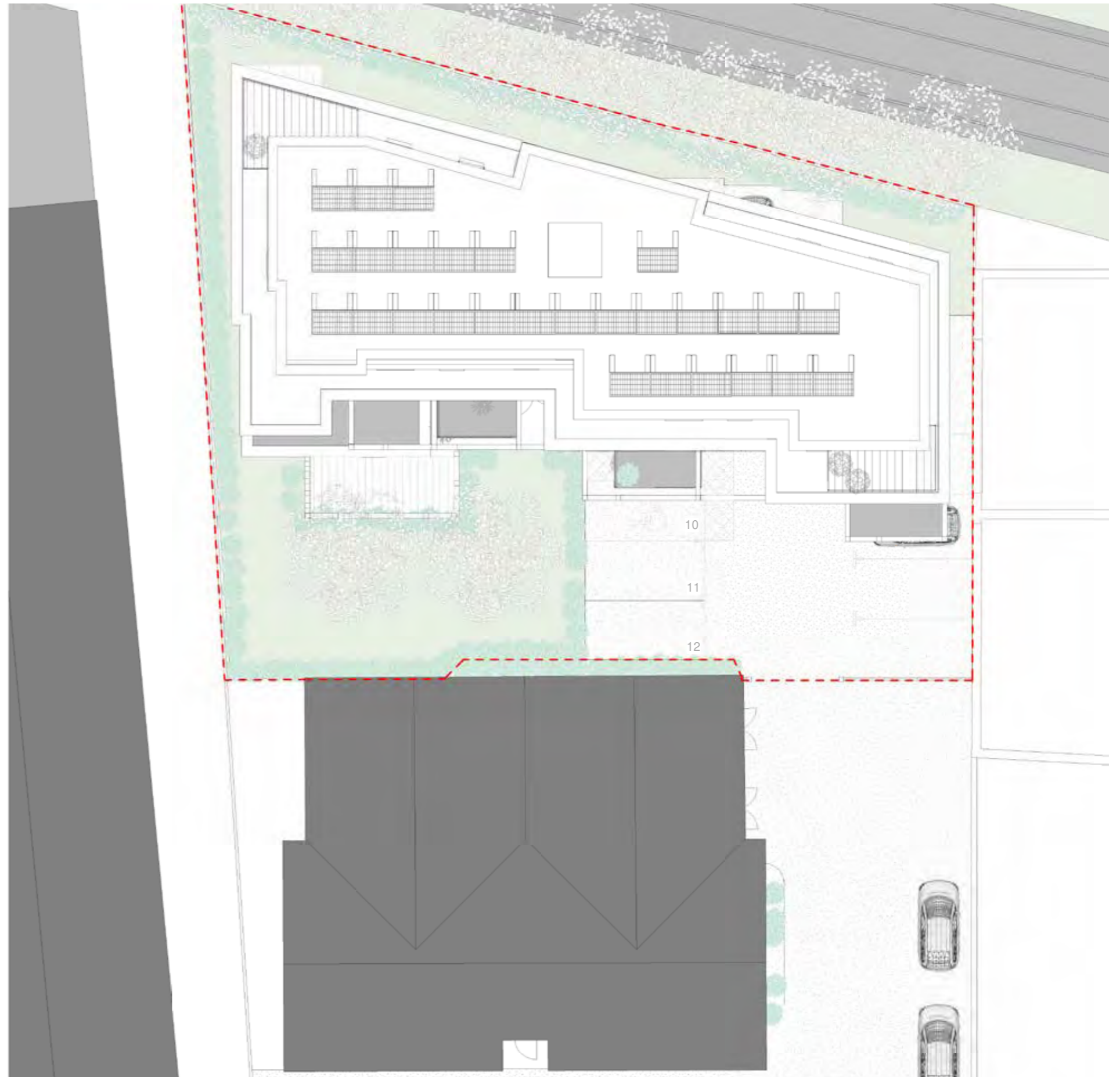
- 15 affordable residential dwellings
- Mix: 1 bed (40%), 2 bed (40%) and 3bed (20%)
- Total GIA: 1,239 sq m (13,350 sq ft)
- Four storeys, including a set-back top floor
- London Stock brick building with metal elements
- 12 car parking spaces
- Communal amenity space



Proposed 3D



Key plan









Site roof plan

2.8 Local context

This site is ideally located for residential developments. It is within a five minute walk of the local shops on Twickenham Green and Heath Road, where local bus services can also be found. Craneford Way Playing Fields to the north can be accessed via a railway bridge and public footpath. Kneller Gardens and Mereway Nature Park, which are on the River Crane walk, are also just 10 minutes by foot to the east and include a café and play space. Twickenham railway station is approximately a 15 minute walk east of the site or a 5 minute cycle.

Key:

-  Public green spaces and play
-  London Road amenities 12 minute walk away
-  Heath Road amenities 3 minute walk away
-  Twickenham train station 15 minute walk away
-  Pedestrian route to station
-  Local bus routes and arterial roads



Local context showing key points of interest

## 2.9 Lower River Crane Restoration Vision

The site borders the River Crane to the north which is a key influence on the site's setting and any future development approach.

A Lower River Crane Restoration steering group which includes Friends of River Crane (FORCE), the Environment Agency, Richmond and Hounslow councils and is chaired by Crane Valley Partnership (CVP), launched a Landscape Vision for the Lower River Crane on 13th November 2017. The vision presented ideas for improving the environmental value of the three kilometres of concrete channel of the River Crane running through Twickenham and St Margarets, and for reconnecting the local people with the river and its wildlife. Following this, further funding was received, a feasibility study was commissioned to report in Spring 2019, and small scale trial improvements at various locations are in the process of being implemented.

Improvements include:

- Providing a continuous, accessible link between Hounslow Heath and Twickenham Station via a long distance footpath;
- Removing fences that obscure the view of, and block public access to, the River Crane where possible, improving access for surrounding communities;
- Establishing an enhanced wildlife corridor through re-naturalising the concreted lower sections of the River Crane;
- Building potential new bridges across the river in locations indicated on the map and
- Introducing signage and way marking for walking routes around the River Crane to form a network of leisure routes for local residents.

Ultimately there is a great opportunity for the application at the Greggs Bakery site to integrate the elements of the overall Lower River Crane Restoration Vision in the design. As part of the pre-application process, a meeting was held with FORCE to discuss the designs and ensure our proposals fit within this wider strategy.



Proposed Vision of River Crane at Coles Bridge



Existing View of River Crane at Coles Bridge



2.10 Existing buildings

The current site is almost completely covered in built structures and hard standing. The majority of buildings are large span warehouses with brick or metal walls and metal or tiled roofs. They have little architectural value and are dilapidated and in need of replacement. The buildings vary in height between single storey and three storeys, and have a mixture of pitched and flat roofs.

No.1 Gould Road is also within the application. This is an end of terrace two bedroom house with a white render exterior, and a front and rear garden. It is in need of some aesthetic repairs, but is generally in good condition and will be retained and refurbished as part of the proposals.



Existing house - No. 1 Gould Road



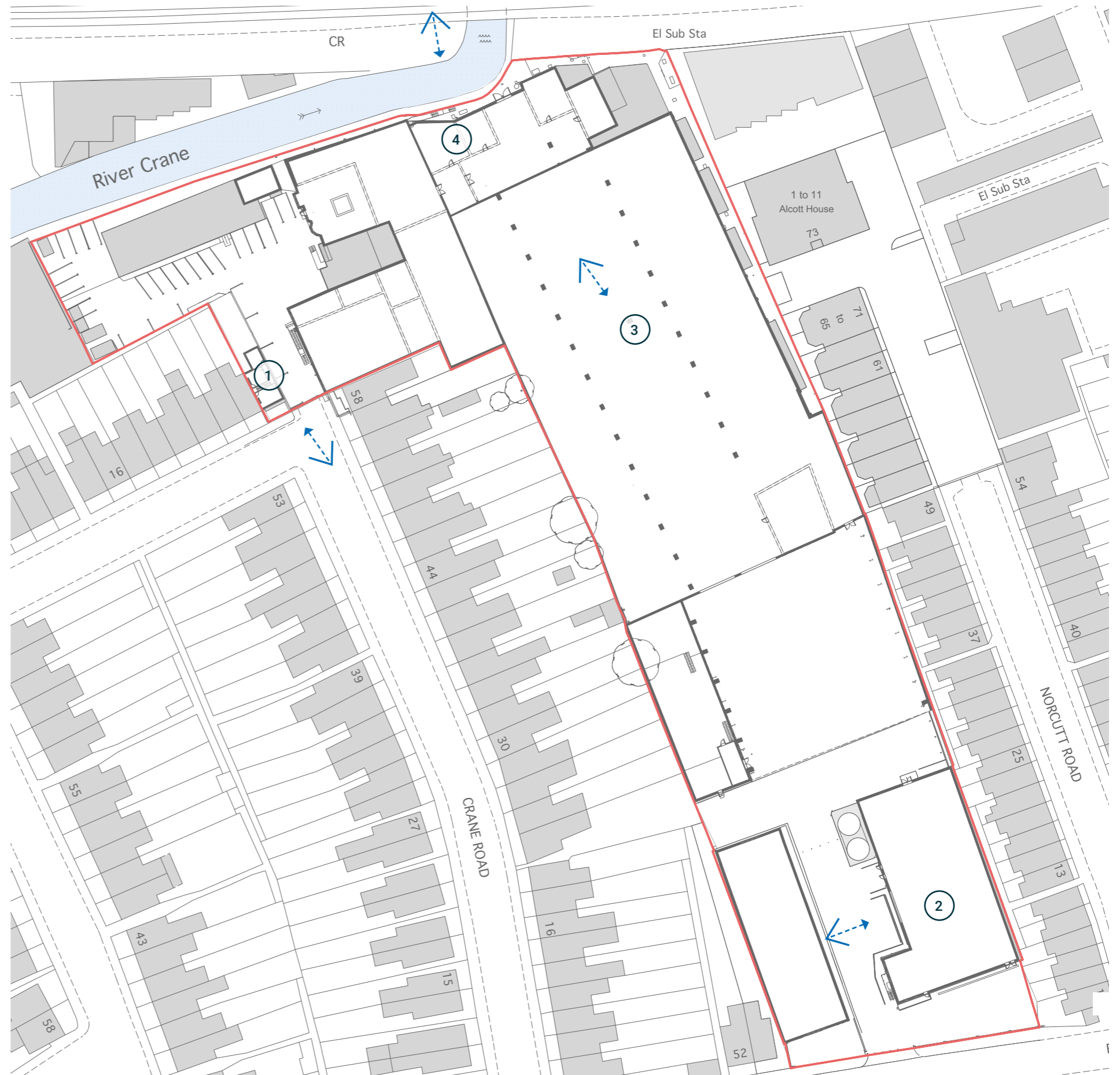
Warehouse frontage



Inside one of the warehouses



View from across the River Crane





## 2.11 Local architecture & materials

There is a large variety of material finishes within the site's immediate context. Most buildings have brick as the main material with some having a painted or rendered finish bringing variation and playfulness to the streetscape. Additional detailing in the form of stucco window reveals and sills, horizontal banding, engineering brick corners, and a variety of decorative brick courses surrounding windows add further interest.

### Local precedents



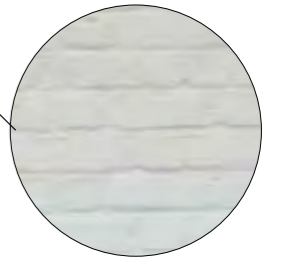
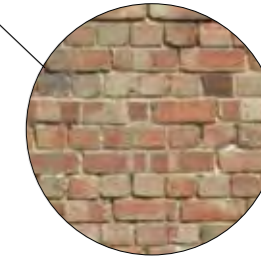
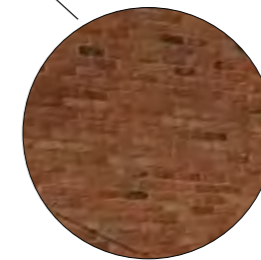
1 Typical townhouse



2 Athelstan place



3 Varied materials, details and colours



Crane Road elevation showing the variety of finishes and colours